Television Age

1957 YEARBOOK ISSUE

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Let's look at the *facts*

Today's sales philosophy in Spot TV representation is a far cry from that of a few short years ago.

Take Petry salesmen, for example. Behind them is the largest Promotion-Research-Special Services department of any independent representative in the country. The facts they have at their fingertips about Petry represented stations and their entire markets are nothing short of phenomenal.

What do you need to know?

County-by-county set data? Detailed program information? Availabilities? Merchandising aids? Ratings? Costs? Competitive product coverage? Or the types of audiences each station caters to—*and sells?*

All Petry salesmen have all this information—and more.

Ask us *first for the facts* for the most effective results from your Spot TV advertising.

SPOT TV . . . *IT TAKES facts TO BE SURE!*

Television Division

EDWARD PETRY & CO., INC.

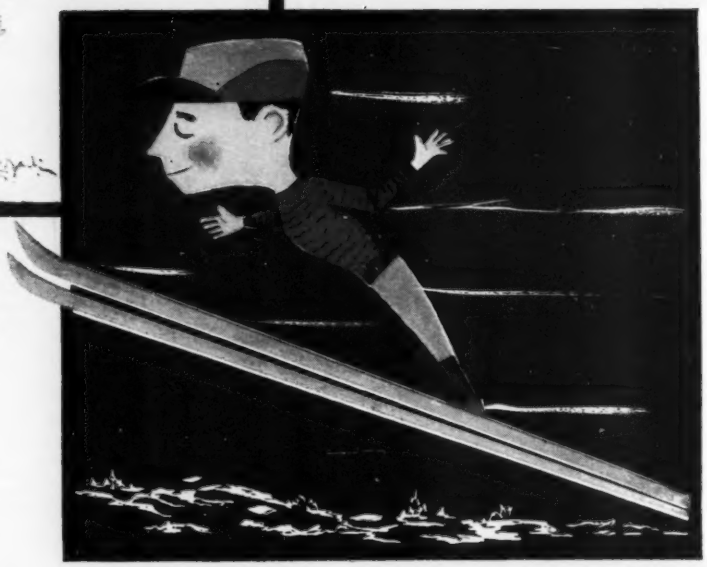
The Original Station Representative

YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

It takes the

RIGHT

two!



STARTLING PROOF: You get 76,701 *more* TV homes when you buy WFBG-TV, Altoona, in combination with Pittsburgh. In this area—day and night, seven days a week—WFBG-TV delivers average audiences 30.1% greater than Johnstown; 71.4% more quarter-hour firsts. Ask BLAIR-TV for the proof: ARB, November 1956; ARB Altoona Coverage Study, March 1956.

ONLY BASIC CBS-TV STATION SERVING THE AREA

A TRIANGLE STATION

WFBG-TV

ALTOONA, PENNSYLVANIA

CBS Channel 10

ABC-TV • NBC-TV

Represented by **BLAIR-TV**

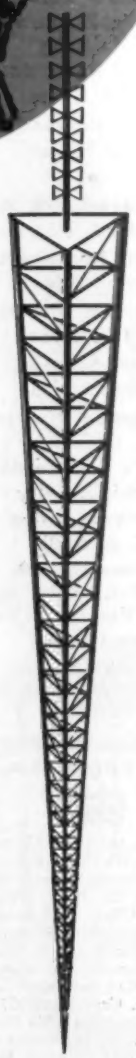
operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.

WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N. Y.

WHGB-AM, Harrisburg, Pa. / **WFBG-AM • TV**, Altoona, Pa. / **WNHC-AM • FM • TV**, New Haven-Hartford, Conn.

National Sales Office, 485 Lexington Avenue, New York 17, New York

KGUL-TV'S NEW SUPER TOWER DELIVERS 1/4 OF TEXAS



KGUL's area coverage (with over 600,000 families) encompasses Galveston, Houston and the entire Gulf Coast. The buying power of this area represents 25% of the total buying power of the whole state of Texas. Here is a real Texas-size buy for your advertising dollars.

KGUL-TV is the only station delivering a primary city signal to both Galveston and Houston.

	State of Texas	Gulf Coast TV Market	%
Families	2,510,500	611,600	24.36
Effective Buying Income	$12,622,592	$3,258,444	25.81

Source of Figures: Sales Management

kgul TV

Galveston, Texas

Represented Nationally by CBS Television Spot Sales

Television Age is published every other Monday with an additional issue yearbook number published in December by the Television Editorial Corp. Editorial, Advertising and circulation offices: 444 Madison Ave., New York 22, N. Y. Plaza 1-1122. Printing Office: 1309 Noble St., Philadelphia 23, Penna. Single Copy: 50 cents. Yearly subscription in the U.S. and possessions: $7; in Canada and Mexico $8 a year; elsewhere $12 a year. Volume IV No. 12. Second class mailing priveleges authorized at Philadelphia, Pa.

Television Age

VOL. IV NO. 12

Publisher
S. J. Paul
Editor
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Associate Editors
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423-25 Terminal Sales Bldg.
Portland

Member of Business Publications Audit of Circulations, Inc.

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TELEVISION AGE is published bi-weekly by the Television Editorial Corp. Editorial, advertising and circulation offices: 444 Madison Ave., New York 22, N. Y. Phone: PLaza 1-1122. Printing Office: 1309 Noble St., Philadelphia 23, Penna. Single copy: 50 cents. Yearly subscription in the U. S. and possessions: $7; in Canada: $8; elsewhere: $12. Second class mailing privileges authorized at Philadelphia, Pa. Copyright 1957 by Television Editorial Corporation, 444 Madison Ave., New York 22, N. Y. The entire contents of TELEVISION AGE are protected by copyright in the U. S. and in all countries signatory to the Bern Convention and to the Pan-American Convention.

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Abbreviations:

The following is a list of title abbreviations used in the TV AGE Yearbook:

a.e., account executive
acct. grp., account group
acctnt., accountant
acctg., accounting
advg., advertising
assoc., associate
ass'n, association
ass't, assistant
bd., board
b., buyer
bkkpr., bookkeeper
chf., chief
chg., charge
chmn, chairman
cpy., copy
compt., comptroller
cont., controller
creat., creative
dir., director
exec., executive
gen. mgr., general manager
grp., group
intnl., international
libr., librarian
m., media
mchdse., merchandise
mdsg., merchandising
mgr., manager
mkt., market
mktg., marketing
ntwk., network
o., owner
off., office
optns., operations
otdr., outdoor
p., partner
pgm., program
pgmng., programming
plns., plans
pres., president
prod., production
prod. mgr., production manager
pub., public
publ., publicity
rad., radio
rels., relations
rsrch., research
sec., secretary
serv., services
sr., senior
supvr., supervisor
tal., talent
tb, timebuyer
traff., traffic
trnsptn., transportation
treas., treasurer
v.p., vice president

INDIANA'S 2nd LARGEST TV MARKET

TERRE HAUTE

THE MARKET

Total Homes
363,000

TV Homes
251,970

CBS
NBC
ABC
Television Networks

251,970

TV HOMES IN THE WTHI-TV VIEWING AREA

NCS NO. 2 STUDY

WTHI-TV

TERRE HAUTE, IND

BOLLING CO., NEW YORK CHICAGO, LOS ANGELES, SAN FRANCISCO, BOSTON

T.M.-CBS-TV

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Television's record

Television's rapid strides have continued in 1956.

The number of operating commercial stations has risen from 449 on Jan. 1 to 471 on Dec. 1. Receivers in use have increased over the same period from 36,480,000 to 39,148,000. And markets with television outlets which totaled 290 a year ago, now total 302.

During the same period revenue from time sales has also shown an increase. While official Federal Communications Commission figures for 1956 will not be ready for a number of months, TELEVISION AGE estimates that they will total $870.3 million (not including talent or production costs) for the year as compared with an official figure of $681.1 million in 1955.

Breaking these revenue figures down into the principal categories shows that 1956 network time sales amounted to $395.4 million as compared to $308.9 million in 1955; spot came to $289.2 million, compared to $222.4 million last year and local totalled $185.8 million in the period as compared to $149.8 million a year ago. All of the 1956 figures are TV AGE estimates.

Total advertiser expenditures, including production and talent costs, have also shown a considerable rise over the period since 1949. In that year McCann-Erickson and the Television Bureau of Advertising estimate that the total was $57.8 millions. In 1950 this total rose to $170.8 millions, in 1951 $332.3 millions, 1952 $453.9 millions, 1953 $606.1 millions, 1954 $809.2 millions, and 1955 $1,025.3 millions.

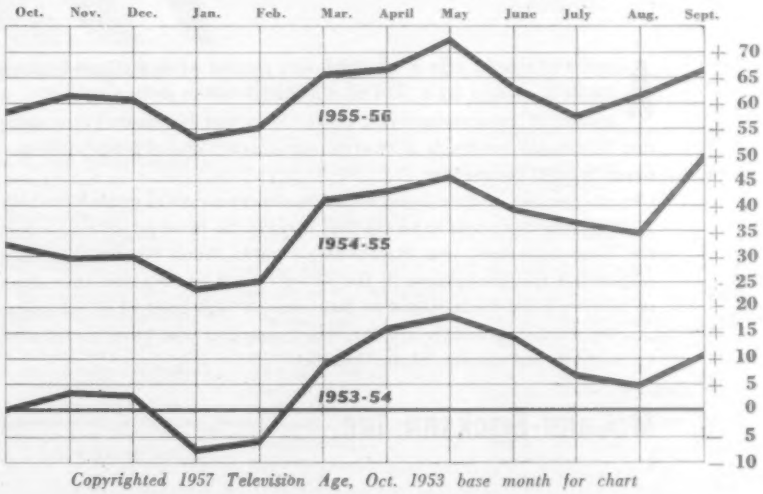
The TELEVISION AGE exclusive Business Barometer has reported ups and downs of each of the television categories for the past 36 months, giving the industry its only comparative record of how business in one month, quarter, or half year period compares with that in other similar periods.

Business Barometer comparisons for a three-year period are possible by a glance at the charts on these pages.

(*Continued on page* 11)

LOCAL TELEVISION

Business Barometer Month-by-Month Billings Record



Copyrighted 1957 Television Age, Oct. 1953 base month for chart

THE FIRST HUNDRED MILLION DOLLAR YEAR

A couple of months ago a milestone was passed when McCann-Erickson TV-Radio billing hit a rate of a hundred million dollars annually. A glance at the accompanying charts shows that this covers every radio and TV network, hundreds of local stations—every kind of programming—every type of commercial.

Like all agencies, and most people, we like to set ourselves goals. Probably it was one of our goals to be the first to reach the hundred million mark in this field—but right now there's only time to thank the many people responsible for having done it. The networks and stations who have done so much to bring these media to their present high point of effectiveness . . . the producing outlets and the talent agencies who have contributed so much to the quality of our product.

McCann-Erickson, Inc. New York, Boston, Atlanta, Cleveland, Detroit, Chicago, Louisville, Houston, Dallas, San Francisco, Los Angeles, Portland and offices throughout the world.

Network and Regional TV Programs

NIGHTTIME

Special Programs
Cinderella
Great Sebastians, The
Mayerling
Mr. Broadway
Romeo and Juliet
Ruggles of Red Gap
Shower of Stars

One Hour
Climax
Disneyland
Jackie Gleason Show
Robert Montgomery Presents
Studio One
Warner Brothers Presents
Wednesday Night Fights

Half Hour
Adventures of Jim Bowie
Crunch and Des
Death Valley Days
Dragnet
Esso Golden Playhouse
Gale Storm Show, The
Lone Ranger
National Biscuit Theatre
Noah's Ark
Texas in Review

Quarter Hour
Coke Time
Esso Reporter
Powerland U.S.A.
Sohio Reporter

Clients using other than Network Programs:

DAYTIME

Half Hour
Lone Ranger
Sky King

Quarter Hour
Bob Crosby
Don McNeil
Garry Moore
Home
House Party
It Could Be You
Mickey Mouse Club
Ohio Story
Queen For A Day
Tennessee Ernie Ford
Today

TELEVISION

American Safety Razor Corp.
American Trust Co.
Bell Brand Foods, Ltd.
Bulova Watch Co.
California Packing Corp.
California Spray Chemical Corp.
California Wine Association
Chesebrough-Pond's Inc.
Chrysler Division
Cleveland Electric Illuminating Co.
Coca-Cola Bottling Companies (Various Cities)
Columbia Records, Inc.
Columbia Phonograph
Columbus & Southern Ohio Electric Co.
Corn Products Sales Co.
Esso Standard Oil Company
Gray Drug Stores, Inc.
Laurel Products, Inc.
Liggett & Myers
Lincoln Bank & Trust Co.
Lucky Lager Brewing Company
Mead-Johnson & Co.
The Mennen Company
Milk Foundation, Inc.
National Biscuit Company (Various Products)
National Lead Co.
The Nestlé Company, Inc. (Various Products)
Ohio Bell Telephone Company
Pacific Power & Light Company
S. O. S. Company
Southern California and Southern Counties Gas Companies
Standard Oil Company (Ohio)
Stegmaier Brewing Co.
Swift & Company
U. S. Borax & Chemical Corp.

RADIO

Allied Chemical & Dye Corp. Barrett Division
American Safety Razor Corp.
American Trust Co.
Bulova Watch Co.
California Packing Corp. (Del Monte)
California Spray Chemical Corp.
California Wine Association
Central Vermont Railway
Chesebrough-Pond's Inc.
Chrysler Division
Cleveland Electric Illuminating Co.
Coca-Cola Bottling Companies (Various Cities)
Columbia Records, Inc.
Columbia Phonograph
Corn Products Sales Co.
Esso Standard Oil Co.
Gray Drug Stores, Inc.
The Halle Bros. Co.
Hampden Brewing Co.
Hood Rubber Co.
Humble Oil Co.
Laurel Products, Inc.
Liggett & Myers
Lucky Lager Brewing Company
Lyon Tailoring Inc.
Manufacturers Trust Company
Mead-Johnson & Co.
The Mennen Company
The Milk Foundation
The Milnot Co.
National Biscuit Company (Various Products)
National City Bank of Cleveland
The Nestlé Company, Inc. (Various Products)
Norwegian Canners Assoc.
Ohio Bell Telephone Company
Pacific Power & Light Company
Seeck & Kade, Inc.
S. O. S. Company
Southern California and Southern Counties Gas Companies
Standard Oil Company (Ohio)
Stegmaier Brewing Co.
Swift & Company
Tidy House Products Co.

tune in any time

BBDO Network TV

AMERICAN-STANDARD
Plumbing Fixtures, Heating-Cooling Equipment
"Today"†—"Home"†

THE AMERICAN TOBACCO COMPANY
Lucky Strike Cigarettes
"Your Hit Parade"*
"The Jack Benny Program"*
"Private Secretary,"* starring Ann Sothern

ARMSTRONG CORK COMPANY
Resilient Floors
"Armstrong Circle Theatre"*

BRISTOL-MYERS COMPANY
"Ban" Deodorant—Trushay
"Alfred Hitchcock Presents"*†
"Arthur Godfrey and His Friends"*†
"Arthur Godfrey Time"**
"Garry Moore Show"**
"Playhouse 90"**

CAMPBELL SOUP COMPANY
Campbell's Soups
"Lassie"
"On Trial"*

DE SOTO-PLYMOUTH DEALERS OF AMERICA
"You Bet Your Life," starring Groucho Marx

E. I. DU PONT DE NEMOURS & CO. (INC.)
"Du Pont Cavalcade Theater"

GENERAL ELECTRIC COMPANY
"The General Electric Theater"
"Warner Brothers Presents"*

GENERAL MILLS, INC.
Betty Crocker Mixes, and Other General Mills Products
"Bob Crosby Show"**
"The George Burns & Gracie Allen Show"*
"Garry Moore Show"**
"Valiant Lady"†
"Giant Step" (Beginning Nov. 7)
"Lone Ranger"†

THE B. F. GOODRICH COMPANY
"Life-Saver" Tubeless Tires
"The George Burns & Gracie Allen Show"*

LEVER BROTHERS COMPANY
"Art Linkletter's House Party"**
"On Trial"*

MINNESOTA MINING & MANUFACTURING COMPANY
"Scotch" Brand Cellophane Tape, Others
"Mickey Mouse Club"**

REVLON PRODUCTS CORP.
'Satin-Set,' 'Touch-and-Glow,' Lipsticks and 'Futurama,' and Nail Enamel
"The $64,000 Question"
"The $64,000 Challenge"
"Big Story"*
"Most Beautiful Girl in the World"

UNITED STATES STEEL CORP.
"United States Steel Hour"*

VICK CHEMICAL COMPANY
Vicks Products Division
"The Big Story"*
"The Jonathan Winters Show"*

WESTCLOX DIVISION OF GENERAL TIME CORP.
Clocks, Watches and Timers
"Today"†

WILDROOT COMPANY, INC.
Wildroot Cream-Oil Hair Tonic
"The Adventures of Robin Hood"*

ZENITH RADIO CORP.
Zenith Radios, TV
"NCAA Football" (¼ sponsorship)

*Alternate weeks **Segment † Participating

BBDO Advertising

BATTEN, BARTON, DURSTINE & OSBORN, INC.

NEW YORK • ATLANTA • BOSTON • BUFFALO • CHICAGO • CLEVELAND • DALLAS • DETROIT • HOLLYWOOD • LOS ANGELES • MINNEAPOLIS • PITTSBURGH • SAN FRANCISCO • SEATTLE • TORONTO

Tv's Record

(*Continued from page 7*)

Separate charts have been prepared for local, national and regional spot and network billings.

Among the basic television records at the conclusion of this article is the month-by-month Business Barometer table, showing the percentage of change in billings totals for local, spot and network billings from November 1953 to the present.

Comparing the 1956 cycles with those of previous years produces some interesting information.

Gains Greater in 1956

Taking up the national spot billings category first and beginning with the first quarter of 1956 it is noticeable that the gains last year were much greater than in either 1955 or 1954. The next quarter, April, May and June, is not as strong as either of the previous years, nor is the most recent quarter, July, August and September.

Network billings and local time sales may also be compared in a similar way.

Another interesting record which is included here outlines the growth of color television. While color has not grown as rapidly up to this point as many of its supporters believed it would, the increase in number of receivers has been steady and significant. On Jan. 1, 1955 there were only 9,690 sets in use. A year later there were 44,310 and on Dec. 1, 1956 there were 131,300.

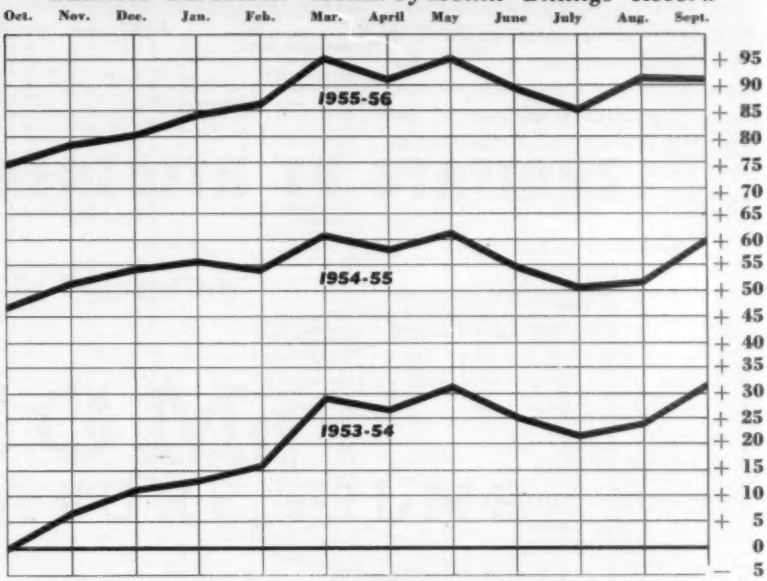
The number of black and white receivers showed a similar slow increase at the start. While there are no reliable figures available for the very early years of black and white television TV AGE has assembled statistics beginning with Jan. 1, 1948, when there were 189,900 sets. A year later there were a million sets and by Jan. 1, 1950 there were 3,950,000. The growth thereafter was spectacular. A year-by-year record is included here.

The growth in number of stations and markets has shown a similar rise. On January 1, 1948 there were 12 commercial stations in operation. A year later the total had reached 51 and in 1950 it rose to 97. The FCC freeze on grants went into effect at the end of September 1948 and lasted until July 1, 1952. Number of stations on the air continued to increase until all of the licensees were operating. At this point there were 108 stations. As soon as the freeze was lifted and new grants were forthcoming the number began to increase again rapidly. By the end of 1953 there were 122 stations on the air. A year later there were 334.

In the final quarter of 1955 TvB, with the cooperation of the Rorabaugh

(*Continued on page 12*)

NETWORK TELEVISION
Business Barometer Month-by-Month Billings Record



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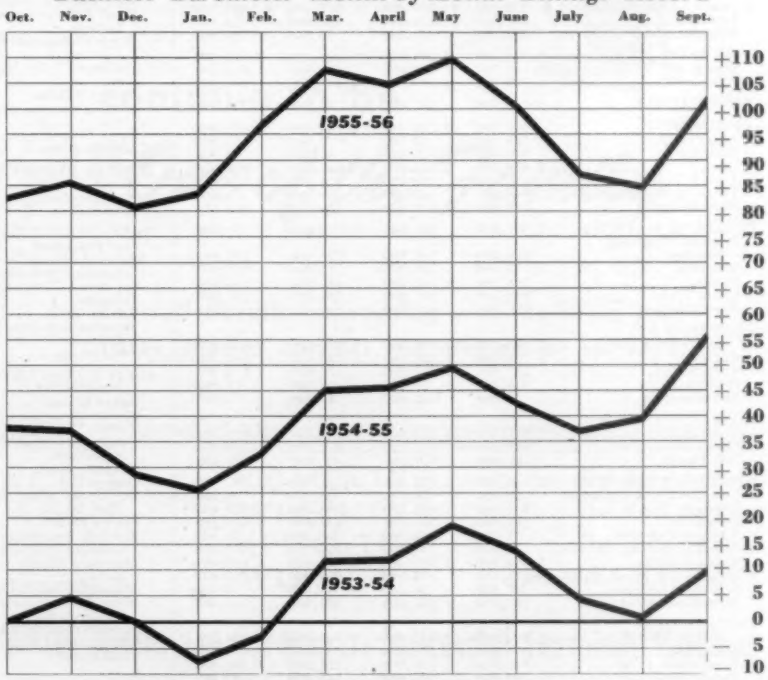
NATIONAL SPOT TELEVISION
Business Barometer Month-by-Month Billings Record



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Tv's Record (*Cont. from p.* 11)

Report, began compilation of national spot expenditures by advertiser and product group classification. The TvB also began publishing quarterly national and regional spot billings totals.

A comparative breakdown of the quarterly product group classification figures and of the quarterly spot billings reports is shown here.

Revenue from Time Sales

($ Millions)

Does not include revenue from talent or production costs

	Network	Spot	Local	Total
1949	$ 10.8	$ 7.3	$ 9.5	$ 27.5
1950	35.0	25.0	30.4	90.5
1951	97.1	59.7	51.3	208.1
1952	137.7	80.2	65.3	283.1
1953	171.9	124.3	88.5	384.7
1954	241.2	176.7	120.1	538.1
1955	308.9	222.4	149.8	681.1

Source: FCC.

Advertiser Expenditures in Television by Years

($ Millions)

1949	57.8
1950	170.8
1951	332.3
1952	453.9
1953	606.1
1954	809.2
1955	1,025.3

Source: McCann-Erickson and TvB.

Business Barometer Index of Month-by-Month Revenue Changes

	Local	National Spot	Network
November, 1953	3.3	4.4	6.6
December	− 0.7	− 4.4	4.6
January, 1954	−10.1	− 7.4	1.9
February	1.6	4.8	3
March	14.3	14.2	12.9
April	7.5	0.3	− 2.4
May	2.3	6.7	4.7
June	− 4.0	− 5.2	− 6.1
July	− 7.2	− 9.3	− 3.6
August	− 2.2	− 3.4	2.2
September	5.9	9.0	7.7
October	26.5	27.8	15.2
November	− 2.5	− 0.5	4.6
December	0.2	− 8.3	2.9
January, 1955	− 6.5	− 3.2	1.5
February	1.7	7.1	− 1.7
March	15.9	12.4	6.7
April	1.7	0.5	− 2.7
May	2.9	3.8	3.3
June	− 6.4	− 6.9	− 6.4
July	− 2.8	− 5.5	− 4.3
August	− 1.9	2.4	1.1
September	9.9	16.2	8.2
October	13.7	27.7	14.9
November	3.4	2.3	3.5
December	− 0.7	− 4.6	1.9
January, 1956	− 7.5	2.5	4.0
February	2.0	13.5	2.0
March	10.2	11.0	9.0
April	0.9	− 3.0	− 4.0
May	6.0	4.9	4.0
June	− 9.1	− 9.4	− 5.5
July	− 5.8	−13.2	− 4.5
August	3.9	− 2.3	6.1
September	5.1	16.6	− 0.2

Source: TV Age.

Number of Color Receivers

Jan. 1, 1955	9,690
Jan. 1, 1956	44,310
Dec. 1, 1956	131,300

Source: TV Age.

Number of Receivers

Jan. 1, 1948	189,900
Jan. 1, 1949	1,000,000
Jan. 1, 1950	3,959,000
Jan. 1, 1951	10,519,500
Jan. 1, 1952	15,777,000
Jan. 1, 1953	21,234,000
Jan. 1, 1954	27,812,000
Jan. 1, 1955	33,590,000
Jan. 1, 1956	36,430,000
Dec. 1, 1956	39,148,000

Source: TV Age.

Number of Operating, Commercial Stations

Jan. 1, 1948	17
Jan. 1, 1949	51
Jan. 1, 1950	97
Jan. 1, 1951	107
Jan. 1, 1952	108
Jan. 1, 1953	122
Jan. 1, 1954	334
Jan. 1, 1955	416
Jan. 1, 1956	449
Dec. 1, 1956	471

FCC freeze on grants from Sept. 1948 to July 1952.

Source: TV Age.

Number of Markets

Jan. 1, 1949	28
Jan. 1, 1950	56
Jan. 1, 1951	61
Jan. 1, 1952	62
Jan. 1, 1953	73
Jan. 1, 1954	202
Jan. 1, 1955	265
Jan. 1, 1956	290
Dec. 1, 1956	302

Source: TV Age.

Expenditure of National Spot Television Advertisers

4th Quarter 1955, First Three Quarters of 1956, by Product Group

	4th, 1955	1st, 1956	2nd, 1956	3rd, 1956
AGRICULTURE	$ 378,000	$ 310,000	$ 327,000	$ 278,000
Feeds, Meals	241,000	229,000	252,000	218,000
Miscellaneous	137,000	81,000	75,000	60,000
ALE, BEER & WINE	9,446,000	8,323,000	9,009,000	8,463,000
Beer & Ale	7,746,000	7,193,000	7,916,000	8,073,000
Wine	1,700,000	1,130,000	1,093,000	390,000
AMUSEMENTS	119,000	157,000	139,000	174,000
AUTOMOTIVE	5,321,000	3,280,000	3,556,000	1,827,000
Anti-Freeze	735,000	22,000	6,000	18,000
Batteries	148,000	125,000	56,000	88,000
Cars	3,478,000	2,494,000	2,447,000	817,000
Tires & Tubes	367,000	125,000	224,000	454,000
Trucks & Trailers	144,000	95,000	39,000	12,000
Miscellaneous	449,000	419,000	784,000	438,000
BUILDING MATERIAL	1,069,000	805,000	1,175,000	791,000
Fixtures, Plumbing, Supplies	214,000	146,000	157,000	155,000
Materials	113,000	129,000	212,000	137,000
Paints	234,000	142,000	384,000	215,000
Power Tools	296,000	213,000	253,000	198,000
Miscellaneous	212,000	175,000	169,000	86,000
CLOTHING & ACCESSORIES	2,485,000	1,793,000	2,221,000	1,861,000
Clothing	1,755,000	1,320,000	1,480,000	1,618,000
Footwear	381,000	422,000	674,000	174,000
Hosiery	326,000	29,000	25,000	62,000
Miscellaneous	23,000	22,000	42,000	7,000
CONFECTIONS & SOFT DRINKS	5,391,000	4,673,000	5,322,000	4,620,000
Confections	2,847,000	2,795,000	1,822,000	1,281,000
Soft Drinks	2,544,000	1,878,000	3,500,000	3,339,000
CONSUMER SERVICES	3,146,000	2,952,000	3,126,000	2,494,000
Dry Cleaning & Laundries	38,000	56,000	26,000	9,000
Financial	639,000	495,000	505,000	420,000
Insurance	388,000	396,000	474,000	431,000
Medical & Dental	31,000	20,000	51,000	50,000
Moving, Hauling, Storage	121,000	141,000	106,000	60,000
Public Utilities	1,494,000	1,510,000	1,374,000	1,142,000
Religious, Political, Unions	278,000	175,000	254,000	213,000
Schools & Colleges	40,000	26,000	31,000	8,000
Miscellaneous Service	117,000	133,000	305,000	161,000
COSMETICS & TOILETRIES	7,864,000	7,442,000	9,541,000	8,950,000
Cosmetics	2,977,000	2,334,000	3,093,000	1,928,000
Deodorants	643,000	525,000	827,000	1,230,000
Depilatories	42,000	203,000	148,000	609,000
Hair Tonics & Shampoos	1,732,000	1,906,000	1,996,000	1,705,000
Hand & Face Creams, Lotions	202,000	178,000	129,000	83,000
Home Permanents & Coloring	407,000	425,000	1,134,000	1,122,000
Perfumes, Toilet Waters, etc.	36,000	146,000	372,000	175,000
Razors, Blades	177,000	140,000	205,000	166,000
Shaving Creams, Lotions, etc.	974,000	876,000	819,000	664,000
Toilet Soaps	426,000	644,000	736,000	1,088,000
Miscellaneous	248,000	65,000	53,000	180,000
DENTAL PRODUCTS	2,779,000	4,253,000	4,442,000	2,742,000
Dentifrices	2,341,000	3,716,000	3,893,000	2,250,000
Mouthwashes	321,000	329,000	351,000	322,000
Miscellaneous	117,000	208,000	198,000	170,000
DRUG PRODUCTS	8,909,000	10,726,000	6,468,000	5,295,000
Cold Remedies	2,642,000	3,342,000	67,000	70,000
Headache Remedies	1,452,000	1,589,000	1,116,000	983,000
Indigestion Remedies	1,768,000	2,030,000	1,986,000	1,510,000
Laxatives	757,000	1,063,000	942,000	932,000
Vitamins	559,000	579,000	268,000	161,000
Weight Aids	376,000	351,000	614,000	271,000
Miscellaneous Drug Products	1,047,000	1,456,000	1,153,000	1,066,000
Drug Stores	308,000	316,000	322,000	302,000
FOOD & GROCERY PRODUCTS	27,106,000	28,461,000	28,381,000	21,775,000
Baked Goods	4,882,000	4,789,000	5,219,000	4,169,000
Cereals	2,044,000	2,682,000	2,068,000	1,609,000
Coffee, Tea & Food Drinks	5,409,000	6,164,000	5,292,000	4,862,000
Condiments, Sauces Appetizers	1,545,000	1,347,000	1,453,000	972,000
Dairy Products	1,989,000	1,759,000	2,214,000	1,784,000
Desserts	284,000	174,000	945,000	242,000
Dry Foods (Flour, Mixes, Rice, etc.)	1,735,000	1,328,000	957,000	719,000
Frozen Foods	1,718,000	2,155,000	1,897,000	1,016,000
Fruits & Vegetables, Juices (except frozen)	1,635,000	1,825,000	1,666,000	937,000
Macaroni, Noodles, Chile, etc.	522,000	621,000	484,000	340,000
Margarine, Shortenings	1,205,000	911,000	1,243,000	946,000
Meat, Poultry & Fish (except frozen)	1,075,000	1,405,000	1,579,000	1,535,000
Soups (except frozen)	487,000	353,000	245,000	54,000
Miscellaneous Foods	1,791,000	1,682,000	1,808,000	1,333,000
Food Stores	784,000	1,265,000	1,312,000	1,257,000

(*Continued on page* 14)

ALL 4 MEREDITH TV STATIONS

Take Pleasure In Presenting

The MGM FEATURE FILMS

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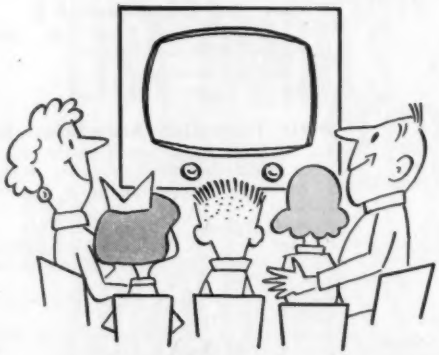
MEREDITH STATIONS



continue to be

"One of the Family"

For full details concerning availabilities and rates, please contact the station or its reps.

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.-TV: Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

Spot Advertisers (*Continued from page* 12)

	4th, 1955	1st, 1956	2nd, 1956	3rd, 1956
GARDEN SUPPLIES & EQUIPMENT	43,000	134,000	187,000	38,000
GASOLINE & LUBRICANTS	3,698,000	3,123,000	4,206,000	3,908,000
Gasoline & Oil	3,545,000	2,974,000	3,989,000	3,739,000
Oil Additives	107,000	100,000	166,000	119,000
Miscellaneous	46,000	49,000	51,000	50,000
HOTELS, RESORTS, RESTAURANTS	50,000	48,000	99,000	73,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	2,004,000	1,579,000	2,301,000	592,000
Cleaners, Cleansers	838,000	629,000	1,317,000	254,000
Floor & Furniture Polishes, Waxes	142,000	220,000	336,000	196,000
Glass Cleaners	118,000	123,000	111,000	7,000
Home Dry Cleaners	435,000	450,000	355,000	67,000
Shoe Polish	350,000	57,000	38,000	11,000
Miscellaneous Cleaners	121,000	100,000	144,000	57,000
HOUSEHOLD EQUIPMENT, APPLIANCES	2,444,000	1,505,000	2,430,000	1,446,000
HOUSEHOLD FURNISHINGS	833,000	768,000	958,000	898,000
Beds, Mattresses, Springs	699,000	608,000	812,000	754,000
Furniture & Other Furnishings	134,000	160,000	146,000	143,000
HOUSEHOLD LAUNDRY PRODUCTS	4,318,000	4,747,000	5,242,000	3,284,000
Bleaches, Starches	218,000	235,000	328,000	583,000
Packaged Soaps, Detergents	3,786,000	4,266,000	4,594,000	2,384,000
Miscellaneous	314,000	246,000	320,000	317,000
HOUSEHOLD PAPER PRODUCTS	951,000	1,108,000	1,502,000	1,016,000
Cleansing Tissues	364,000	375,000	399,000	391,000
Food Wraps	150,000	187,000	248,000	182,000
Napkins	264,000	312,000	375,000	134,000
Toilet Tissue	59,000	127,000	286,000	46,000
Miscellaneous	114,000	107,000	194,000	263,000
HOUSEHOLD, GENERAL	992,000	975,000	1,092,000	511,000
Brooms, Brushes, Mops, etc.	139,000	153,000	145,000	8,000
China, Glassware, Crockery, Containers	71,000	22,000	24,000	4,000
Disinfectants, Deodorizers	197,000	100,000	164,000	82,000
Fuels, (heating etc.)	58,000	45,000	33,000	25,000
Insecticides, Rodenticides	56,000	33,000	261,000	190,000
Kitchen Utensils	145,000	6,000	10,000	7,000
Miscellaneous	326,000	616,000	455,000	195,000
NOTIONS	200,000	80,000	98,000	162,000
PET PRODUCTS	1,294,000	986,000	1,174,000	849,000
PUBLICATIONS	133,000	564,000	183,000	484,000
SPORTING GOODS, BICYCLES, TOYS	659,000	98,000	102,000	79,000
Bicycles & Supplies	55,000	1,000	23,000	13,000
General Sporting Goods	42,000	3,000	2,000	9,000
Toys & Games	557,000	88,000	39,000	46,000
Miscellaneous	5,000	6,000	38,000	11,000
STATIONERY, OFFICE EQUIPMENT	105,000	73,000	54,000	23,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	1,646,000	626,000	554,000	348,000
Antennas	135,000	124,000	41,000	85,000
Radio & Television Sets	1,241,000	321,000	279,000	107,000
Records	173,000	158,000	199,000	148,000
Miscellaneous	97,000	23,000	35,000	8,000
TOBACCO PRODUCTS & SUPPLIES	6,440,000	7,081,000	7,371,000	7,823,000
Cigarettes	5,791,000	6,680,000	7,034,000	7,483,000
Cigars, Pipe Tobacco	648,000	401,000	337,000	340,000
Smoking Accessories & Supplies	1,000			
TRANSPORTATION & TRAVEL	1,000,000	665,000	898,000	542,000
Air	503,000	277,000	324,000	225,000
Bus	190,000	149,000	317,000	143,000
Rail	288,000	214,000	218,000	164,000
Miscellaneous	19,000	25,000	39,000	10,000
WATCHES, JEWELRY, CAMERAS	2,138,000	1,834,000	1,962,000	1,637,000
Cameras, Accessories, Supplies	36,000	43,000	51,000	107,000
Clocks & Watches	1,602,000	1,649,000	1,602,000	1,268,000
Jewelry	132,000	41,000	73,000	39,000
Pens & Pencils	359,000	101,000	256,000	223,000
Miscellaneous	9,000			
MISCELLANEOUS	911,000	1,040,000	1,444,000	881,000
Trading Stamps	199,000	307,000	415,000	302,000
Miscellaneous Products	179,000	261,000	438,000	245,000
Miscellaneous Stores	533,000	472,000	591,000	334,000

Source: TvB.

Representatives of Television Stations in the U. S.

Airspot Sales

64 East Lake St., Chicago 1, Ill.; State 2-0460; Joseph Kapps

TV stations represented:

Not available.

Alaska Radio-Tv Sales Corp.

280 Madison Ave., New York 16, N. Y.; Murray Hill 4-4244; Roy V. Smith, *national sales manager*

Branch Offices:

Seattle 1; 830 Securities Bldg.; Seneca 6333
Los Angeles 5; 2978 Wilshire Bldg.; Dunkirk 8-4151

TV stations represented:

KTVA Anchorage, Alaska
KTVF Fairbanks, Alaska
KINY-TV Juneau, Alaska

Avery-Knodel, Inc.

720 Fifth Ave., New York 19, N. Y.; Judson 6-5536; Lewis H. Avery

Branch Offices:

Chicago 1; 75 East Wacker Dr.; Andover 3-4710; J. W. Knodel
San Francisco 4; 235 Montgomery St., Yukon 2-2053; David A. Sandeberg
Los Angeles 5; 3325 Wilshire Blvd.; Dunkirk 5-6394; Douglas MacLatchie
Atlanta 3; 41 Marietta St. N.W.; Jackson 3-2545; Charles C. Coleman
Dallas 1; Suite 320 Fidelity Union Life Bldg.; Prospect 7330; Wallis Ivy
Detroit 26; Suite 1446 National Bank Bldg.; Woodward 1-9607; Glenn W. Gilbert

TV stations represented:

KHSL-TV Chico, Calif.
KRDO-TV Colorado Springs, Colo.
KDAL-TV Duluth, Minn.
WSEE Erie, Pa.
WKZO-TV Kalamazoo, Mich.
WATE-TV Knoxville, Tenn.
KOLN-TV Lincoln, Neb.
KATV Little Rock, Ark.
KODE-TV Joplin, Mo.
WMAZ-TV Macon, Ga.
KTVX Muskogee, Okla.
WVEC-TV Hampton, Va.
KWTV Oklahoma City, Okla.
WGAN-TV Portland, Me.
WSLS-TV Roanoke, Va.
WHBF-TV Rock Island, Ill.
KUTV Salt Lake City, Utah
WTOC-TV Savannah, Ga.
KXLY-TV Spokane, Wash.
WSTV-TV Steubenville, Ohio
KOVR Stockton, Calif.
WILK-TV Wilkes-Barre, Pa.
KWWL-TV Waterloo, Iowa
WKRG-TV Mobile, Ala.

James S. Ayres Company

414 Glenn Bldg., 120 Marietta St., Atlanta, Ga.; Jackson 5-0459; James S. Ayers, *owner*; Mrs. Ruth W. Webb, *office manager*

Branch Office:

Charlotte, N. C.; 205 South Church St.; Franklin 5-6146; Gene Sink, *manager*

TV stations represented:

WALB-TV Albany, Ga.
WDAK-TV Columbus, Ga.
WINK-TV Fort Myers, Fla.
WLOS-TV Asheville, N. C.
WMFD-TV Wilmington, N. C.
WNCT Greenville, N. C.
WSUN-TV St. Petersburg, Fla.
WTOB-TV Winston-Salem, N. C.
KCMC-TV Texarkana, Tex.

William A. Ayers Co.

233 Sansome St.; Yukon 6-2981; William A. Ayres, *owner*

TV stations represented:

Not available.

Walter Biddick Company

1046 S. Olive, Los Angeles 15, Calif.; Richmond 8-6184; Guy Biddick

TV station represented:

WIBW-TV Topeka, Kans.

Blair Television Associates, Inc.

422 Madison Ave., New York 17, N. Y.; Plaza 1-1922; John Blair, *president*; Richard L. Foote, *executive vice president & general manager*

Branch Offices:

Chicago 11; 737 N. Michigan Ave.; Delaware 7-2145; Donald B. Ward, *midwestern manager*
Detroit 26; 617 Book Bldg.; Woodward 1-6030; Gabe Dype
Jacksonville 2; 1402 Barnett Bank Bldg.; Elgin 6-5770; Harry E. Cummings
St. Louis 1; 1037 Paul Brown Bldg.; Chestnut 1-5687; Richard Quigley Jr.
San Francisco 4; 2504 Russ Bldg.; Yukon 2-7068; Lindsey Spight
Los Angeles 5; 3460 Wilshire Bldg.; Dunkirk 1-3811; Frank Moreland
Dallas 2; Rio Grande National Bldg.; Riverside 4228; Steve Beard
Boston 16; 6 St. James Pl.; Hubbard 2-3163; Bruce Pattyson
Seattle; 3319 White-Henry-Stuart Bldg.; Elliot 6270; John Burr

TV stations represented:

KTVR Denver, Colo.
KCRG-TV Cedar Rapids, Iowa
KFEQ-TV St. Joseph, Mo.
WDBO-TV Orlando, Fla.
WPTZ Plattsburgh, N. Y.
KRCG-TV Jefferson City, Mo.

ETHEL MERMAN · JOHN CASSAVETES · JESSICA TANDY · HUME CRONYN · JOHN KERR · CLIFF ROBERTSON · CAMERON MITCHELL · JAMES GREGORY · MARSHALL THOMPSON · BIFF McGUIRE · MACDONALD CAREY · KIM HUNTER · RALPH BELLAMY · PAT O'BRIEN · IMOGENE COCA · EVERETT SLOANE · JACK WARDEN · ALBERT SALMI · PHILIP ABBOTT · LOIS SMITH · GRACIE FIELDS · JACKIE COOPER · EVELYN VARDEN · LUTHER ADLER · VIRGINIA VINCENT · MARK RICHMAN · PAUL NEWMAN · LISA DANIELS · NORMAN LLOYD · FRITZ WEAVER · GEORGANN JOHNSON · GYPSY ROSE LEE · LEORA DANA · FRANCHOT TONE · ARNOLD MOSS · JOHN SHARPE · BENNYE GATTEYS · JIMMY BOYD · ANN SHERIDAN · THEODORE BIKEL · WILLIAM LEMASSENA

These are the compelling talents who helped make 1956 such a successful year for Television's finest entertainment.

USS

U. S. STEEL HOUR · Produced by the THEATRE GUILD

KSYD-TV Wichita Falls, Tex.
WCTV Thomasville, Ga.
WAFB-TV Baton Rouge La.
WSAV-TV Savannah, Ga.
KIDO-TV Boise, Ida.
KBES-TV Medford, Ore.
KIEM-TV Eureka, Calif.
KFBB-TV Great Falls, Mont.
KFYR-TV Bismarck, N. D.
KOTI-TV Klamath Falls, Ore.

Blair-Tv

415 Madison Ave., New York 17, N. Y.; Templeton 8-5800; William H. Weldon, *president;* Jack Denninger, *vice president & eastern sales manager.*

Branch Offices:
Chicago 11; 520 N. Michigan Ave.; Superior 7-5580; Jack Davis, *vice president*
Detroit 26; 617 Book Building; Woodward 1-6030; Gabe Dype
Jacksonville 2; Barnett Bank Bldg.; Elgin 6-5770; Harry E. Cummings
St. Louis 1; Paul Brown Bldg.; Chestnut 1-5688; Richard Quigley, Jr.
San Francisco 4; Russ Bldg.; Yukon 2-7068; Lindsey Spight, *vice president*
Los Angeles 5; 3460 Wilshire Blvd.; Dunkirk 1-3811; Frank Moreland
Dallas 2; Rio Grande Bldg.; Riverside 1-4228; Steve Beard
Boston 16; 6 St. James Pl:; Hubbard 2-3163; Bruce Pattyson
Seattle; White-Henry-Stuart Bldg.; Elliott 6270-1; John Burr

TV stations represented:
WNBF-TV Binghamton, N. Y.
WABT Birmingham, Ala.
WBKB Chicago, Ill.
WBNS-TV Columbus, Ohio
WXYZ-TV Detroit, Mich.
KTTV Los Angeles, Calif.
WDSU-TV New Orleans, La.
WOW-TV Omaha, Nebr.
WIIC Pittsburgh, Pa.
WFIL-TV Philadelphia, Pa.
WPRO-TV Providence, R. I.
WTVR Richmond, Va.
KING-TV Seattle Wash.
WFLA-TV Tampa, Fla.
KVOO-TV Tulsa, Okla.
WFBG-TV Altoona, Pa.
WCPO-TV Cincinnati, Ohio
WEWS Cleveland, Ohio
KFRE-TV Fresno, Calif.
WMCT Memphis, Tenn.
WABC-TV New York, N. Y.
KGO-TV San Francisco, Calif.

Haskell Bloomberg

208 Fairmount St., Lowell, Mass.; Glenview 5-5823; Haskell Bloomberg, *general manager;* Muriel Joan Bloomberg, *assistant general manager*

TV stations represented:
Not available.

The Bolling Company, Inc

247 Park Ave., New York 17, N. Y.; Plaza 9-8150; George Bolling, *president;* G. Richard Swift, *vice president, charge of television*

Branch Offices:
Chicago 11; 435 N. Michigan Ave.; Whitehall 3-2040; John D. Stebbins, *vice president*
Los Angeles; 204 S. Beverly Drive, Beverly Hills; Bradshaw 2-0544; George W. Bolling III, *manager*
San Francisco 3: 5 Third St.; Garfield 1-6740; John T. Coy, *manager*
Boston 16; 80 Boylston Ave.; Hubbard 2-0346; Richard Keating, *manager*

TV stations represented:
WISE-TV Asheville, N. C.
WTVP Decatur, Ill.
KCKT-TV Great Bend, Kans.
WHP-TV Harrisburg, Pa.
WISH-TV Indianapolis, Ind.
WHEC/WVET-TV Rochester, N. Y.
KNTV San Jose, Calif.
WTHI-TV Terre Haute, Ind.
KKTV Colorado Springs, Colo.
WLEX-TV Lexington, Ky.
KTVO Ottumwa, Ia.
WARM-TV Scranton, Pa.

Louis J. Borgatti, Inc.

419 Boylston St., Boston 16, Mass.; Commonwealth 6-0718; Louis J. Borgatti, *president*

TV stations represented:
W-TWO Bangor, Me.
WAGM-TV Presque Isle, Me.

The Branham Company

360 N. Michigan Ave.; Chicago 1, Ill.; Central 6-5726; E. F. Corcoran, *president;* Lewis S. Greenberg, *vice president & treasurer;* Dudley D. Brewer, *sales manager*

Branch Offices:
New York 16; 99 Park Avenue; Murray Hill 2-4606; J. F. Timlin, *exec. vice president*
Detroit 2; 6-235 General Motors Bldg.; Trinity 1-0440; Fred A. Weber, *sales manager*
Dallas 1; 1005 Fidelity Union Life Bldg.; Riverside 8-5831; George Harding, *vice president*
Atlanta 3; Rhodes-Haverty Bldg.; Jackson 2-3025; H. L. Ralls, *vice president*
St. Louis 1; Title Guaranty Bldg., Chestnut 1-6192; John J. Schwartz, *manager*
Memphis 3; 1028 Sterick Bldg.; Jackson 6-2344; Sidney L. Nichols, *manager*
Charlotte 2; 2001 Liberty Life Bldg.; Edison 2-8839; Bertram C. Finch, *manager*
Miami 37; 496 NE 29th Terrace; Franklin 9-4685; Dan Gattoni, *manager*
San Francisco 3; 703 Market St.; Yukon 2-1582; James M. Lowman, *manager*
Los Angeles 48; 6399 Wilshire Blvd.; Webster 1-1551; Norman B. Noyes, *manager*

TV stations represented:
KTHV Little Rock, Ark.
KJEO-TV Fresno, Calif.
WHYN-TV Springfield, Mass.
KOB-TV Albuquerque, N. M.
WDEF-TV Chattanooga, Tenn.
KRLD-TV Dallas, Tex.
KROD-TV El Paso, Tex.
WCHS-TV Charleston, W. Va.
KVOA-TV Tucson, Ariz.
WRDW-TV Augusta, Ga.
KMGM-TV Minneapolis, Minn.
WENS Pittsburgh, Pa.
KDUB-TV Lubbock, Tex.
KPAR-TV Sweetwater, Tex.
WITI-TV Milwaukee, Wisc.

Mary A. Briley

545 Columbine, Denver 6, Colo.; De 3-1785; Mary A. Briley, *Denver representative*

TV station represented:
KKTV Colorado Springs, Colo.

Clarke Brown Company

416 Rio Grande National Bldg., Dallas 2, Tex.; Riverside 2-5148; Clarke R. Brown, *president;* Andrew E. Peranni, *vice president-treasurer;* Robert E. Stuart, *vice president-sales*

Branch Offices:
Houston; 520 Lovett Blvd.; Jackson 8-1601; Jack W. Lee, *manager*
Atlanta; 101 Marietta St. Bldg.; Jackson 3-7797; Bill McRae, *vice president*
New Orleans; 910 Royal St.; Canal 3917; Clarke R. Brown, *manager*
Denver; 5350 West 20th St.; Belmont 7-2734; Kenneth E. Palmer, *manager*

TV stations represented: (southern area)
KOAT-TV Albuquerque, N. Mex.
KKTV Colorado Springs, Colo.
KTEN Ada, Okla.
KFDA-TV Amarillo, Tex.
KSIX-TV Corpus Christi, Tex.
KFJZ-TV Ft. Worth, Tex.
KTSM-TV El Paso, Tex.
KGBT-TV Harlingen, Tex.
KMID-TV Midland, Tex
KONO-TV San Antonio, Tex
KLFY-TV Lafayette, La.
KTAG-TV Lake Charles, La.
WJMR-TV New Orleans, La.
WTVY Dothan, Ala.

Bulmer & Johnson, Inc.

530 Roanoke Bldg., Minneapolis 2, Minn.; Fe 8-7017; Vivian H. Bulmer, *president;* Ella May Johnson, *vice president*

TV stations represented: (Minneapolis-St. Paul)
KELO-TV Sioux Falls, S. D.
KDLO-TV Florence, S. D. (Satellite of KELO-TV)
KNOX-TV Grand Forks, N. Dak.

Burke-Stuart Co., Inc.

60 E. 56th St., New York, N. Y.; Plaza 1-4646; Ted Oberfelder, *president;* Jack Masla, *vice president & general manager*

Branch Offices:
Chicago 1; 35 E. Wacker Drive; Dearborn 2-0826; Edward W. Paro, *vice president*
San Francisco; 703 Market St.
Los Angeles; 6606 Selma Ave.

TV stations represented:
Not available.

Burn-Smith Co., Inc.

19 West 44th St., New York 36, N. Y.; Murray Hill 2-3124; C. Stanley Bailey, *vice president & eastern manager*

Branch Offices:
Chicago 1; 307 N. Michigan Ave.; Central 6-4437; John A. Toothill, *president*
San Francisco 4; 110 Sutter St.; Sutter 1-7971; Norman Cunningham
Los Angeles 57; 672 S. Lafayette Park Place; Dunkirk 2-3200; Harlan G. Oakes, *Pacific coast manager*

TV station represented:
WFLB-TV Fayetteville, N. C.

Capper Publications, Inc.

1035 Topeka Blvd., Topeka, Kans.; Topeka 3-2377; Philip Zach, president; Ben Ludy, *general manager;* Hilton Hodges, *sales manager*

Branch Offices:
New York 17; 420 Lexington Ave.; Lexington 2-1250; William L. McKee, *manager*
Chicago; 333 N. Michigan Ave.; Central 6-5977; Barney Clark, *manager*
Kansas City 6; 300 Waltower Bldg.; Victor 2-3864; Joe S. Story Jr., *manager*
Cleveland; 609 Union Commerce Bldg.; Main 1-6774; Andrew M. Gent, *manager*
San Francisco 4; 1207 Russ Bldg.; Douglas 2-5220; Fred Jameson, *manager*
Los Angeles 15; 1046 S. Olive; Richmond 8-6184; Guy Biddick, *manager*

TV station represented:
WIBW-TV Topeka, Kans.

Caribbean Networks, Inc.

200 West 57th St., New York 19, N. Y.; Circle 7-8224; Jose Ramon Quinones, *president;* A. M. Martinez, *exec. vice president;* Juan J. Cerna, *vice president;* Mildred R. Chafey, *secretary-treasurer*

TV stations represented:
Cuba:
CMQ-TV network-6 stations
CMBF-TV Havana
El Salvador
YSEB-TV San Salvador
Panama
RPC-TV Colon, RPC-TV Panama City
Puerto Rico
WAPA-TV San Juan

CBS Television Spot Sales (Columbia Broadcastng System)
485 Madison Avenue, New York 22, N. Y.; Plaza 1-2345; John A. Schneider, *general manager;* Tom W. Judge, *eastern sales manager*
Branch Offices:
Chicago 11; 410 N. Michigan Ave.; Whitehall 4-6000; Arthur C. Elliot, *midwest sales manager*
Detroit 2; Fisher Bldg.; Trinity 2-5500; Richard R. Loftus
Los Angeles 28; 1313 N. Vine St.; Webster 8-3011; Edward A. Larkin
San Francisco 5; Palace Hotel; Yukon 2-7000; John H. White
Atlanta 5; 800 Peachtree Bldg., NE; Elgin 0727; H. H. Holtshouser
TV stations represented:
WCBS-TV New York, N. Y.
WBBM-TV Chicago, Ill.
KNXT Los Angeles, Calif.
WCAU-TV Philadelphia, Pa.
WBTV Charlotte, N. C.
KSL-TV Salt Lake City, Utah
WTOP-TV Washington, D. C.
WMBR-TV Jacksonville, Fla.
KGUL-TV Galveston, Tex.
WBTW Florence, S. C.
KOIN-TV Portland, Ore.
WXIX Milwaukee, Wisc.
WHCT Hartford, Conn.

Donald Cooke, Inc.
331 Madison Ave., New York 17, N. Y.; Murray Hill 2-7270; Donald Cooke, *president*
Branch Offices:
Chicago 1; 228 N. La Salle St.; State 2-5096; Fred Jones.
Los Angeles 48; 111 N. La Cienega Blvd.; Crestview 5-2022; Lee O'Connell
San Francisco 4; 233 Sansome St., Yukon 6-2981; William A. Ayres
TV station represented:
WKTV Utica, N. Y.

H Quenton Cox and Associates
1220 S. W. Morrison, Portland 5, Ore.; Capital 8-5191; H. Quenton Cox, *owner-manager*
TV stations represented:
KHQ-TV Spokane, Wash.
KMSO-TV Missoula, Mont.
KOMO-TV Seattle, Wash.

Crosley Broadcasting Corp.
140 West 9th St., Cincinnati 2, Ohio; Cherry 1-1822; E. George Henderson
New York 20; 630 Fifth Ave.; Circle 6-1616; P. Scott McLean; Gene Sumner
Chicago 1; 360 N. Michigan Ave.; State 2-6693; Harry Albrecht
TV stations represented:
WLW-T Cincinnati, Ohio
WLW-D Dayton, Ohio
WLW-C Columbus, Ohio
WLW-A Atlanta, Ga.

Del Day
308 White-Henry-Stuart Bldg., Seattle, Wash.; Seneca 6682; Del Day
TV stations represented: (western U. S.)
KENI-TV Anchorage, Alaska
KFAR-TV Fairbanks, Alaska

Devney & Company
535 Fifth Avenue, New York 17, N. Y.; Murray Hill 7-5365; Ed Devney, *president*
Branch Offices:
Chicago 1; 64 E. Lake St.; Franklin 2-0016; Hal Holman, *manager*
Los Angeles 57; 111 N. La Cienega Blvd.; Olympia 2-1313; Lee F. O'Connell, *manager*
San Francisco 3; 233 Sansome St.; Yukon 6-2981; Wm. A. Ayres, *manager*
TV stations represented:
To be announced

Dixieland Stations, Inc.
217 Glenn Bldg., Atlanta 3, Ga.; Ja 2-3872; Gene Tibbett, *president & general manager*
TV stations represented:
Not available.

Dora-Clayton Agency, Inc.
Mortgage Guarantee Bldg., Atlanta 3, Ga.; Dora C. Cossé; Clayton J. Cossé
TV stations represented:
WLEX-TV Lexington, Ky.
KCOR-TV San Antonio, Tex.
WMSL-TV Decatur, Ala.

DuMont Tv Spot Sales
205 E. 67th St., New York, N. Y.; Lexington 5-1000; Bennet Korn, *vice president & director of sales*
Branch Offices:
Washington, D. C.; Hotel Raleigh, 12th & Pennsylvania, NW.; Sterling 3-5300
TV stations represented:
WABD New York, N. Y.
WTTG Washington, D. C.

Everett-McKinney, Inc.
40 East 49th St., New York 17, N. Y.; Plaza 3-9332; Max M. Everett, *president;* Powell H. Ensign, *vice president*
Branch Offices:
Chicago 11; 400 N. Michigan Ave.; Superior 7-9052; John B. Shelton, *vice president*
Beverly Hills; 111 N. La Cienega Blvd.; Olympia 2-1313; Lee F. O'Connell
San Francisco; 233 Sansome St.; Yukon 6-2981; William A. Ayres
TV stations represented:
WPAG-TV Ann Arbor, Mich.
WDAN-TV Danville, Ill.
WHEC-TV/WVET-TV Rochester, N. Y.
WKST-TV New Castle, Pa.
WRAK-TV (CP) Williamsport, Pa.

Hugh Feltis & Associates
Central Bldg., Seattle 4, Wash.; Elliot 4489; Hugh Feltis
TV stations represented:
KERO-TV Bakersfield, Calif.
KEY-T Santa Barbara, Calif.
KLOR-TV Portland, Ore.
KHQ-TV Spokane, Wash.
KOOL-TV Phoenix, Ariz.
KOPO-TV Tucson, Ariz.
KMSO-TV Missoula, Mont.
KOAT-TV Albuquerque, N. Mex.
KFBC-TV Cheyenne, Wyo.

Forjoe-Tv, Inc.
580 Fifth Ave.; New York 36, N. Y.; Judson 6-3100; Joseph Bloom, *president*
Branch Offices:
Chicago 11; Tribune Tower, 435 N. Michigan Ave.; Delaware 7-1874; Tom Cinquina, *general manager*
Los Angeles 48; 451 N. La Cienega Blvd.; Oleander 5-7755; Lawrence Krasner, *vice president*
San Francisco 5; 593 Market St.; Sutter 1-7569; Charles Haddix, *general manager*
Atlanta 3; Glenn Bldg.; 120 Marietta St.; Jackson 3-0518-9; Fred Bernstein, *general manager*
Seattle; Times Square Bldg.; Mutual 1088; Robert L. Swanson
TV stations represented:
*WXEX-TV Petersburg, Va.
KVOS-TV Bellingham, Wash.
WITV Miami, Fla.
*WATV New York, N. Y.
WNAO-TV Raleigh, N. C.
WTVE Elmira, N. Y.
WMUR-TV Manchester, N. H.
KSHO-TV Las Vegas, Nev.
CHEK-TV Victoria, B. C., Can.
*Omit New York

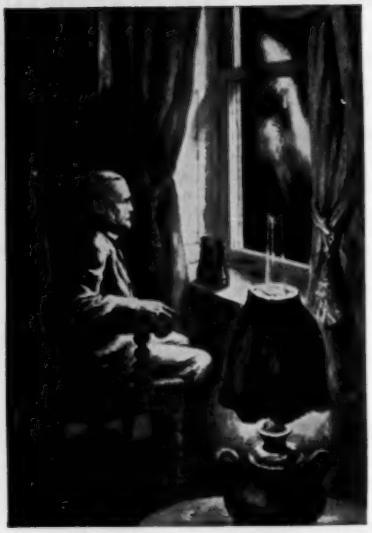
R. C. Foster
414 Statler Office Bldg.; Hubbard 2-4845; R. C. Foster
TV station represented:
WGAN-TV Portland, Me.

Gill-Perna, Inc.
654 Madison Ave., New York 21, N. Y.; Templeton 8-4740; Helen Gill, *president;* John J. Perna, Jr., *vice president*
Branch Offices:
Chicago 1; 75 E. Wacker Dr.; Franklin 2-8665; Walter Beadell, *midwest manager*
Los Angeles; 2330 W. Third St.; Dunkirk 7-4388; Robert W. Walker, *manager*
San Francisco; 57 Post Street; Sutter 1-5568; Rogers Parratt, *manager*
TV stations represented:
KID-TV Idaho Falls, Ida.
KLIX-TV Twin Falls, Ida.
WKNX-TV Saginaw, Mich.
WJPB-TV Fairmont, W. Va.
KGVO-TV Missoula, Mont.
WCMB-TV Harrisburg, Pa.

Melchor Guzman Co.
45 Rockefeller Plaza, New York 20, N. Y.; Circle 7-0624; Melchor Guzman, *president*
TV stations represented:
Televisa-YV-LV-TV; "LaColina" (Los Caobos), Caracas, Venezuela

Harrington, Righter & Parsons, Inc.
589 Fifth Ave., New York 17, N. Y.; Murray Hill 8-7050; John E. Harrington Jr., *president;* Volney F. Righter, *vice president and treasurer;* James O. Parsons; *vice president and secretary*
Branch Offices:
Atlanta 9; 1430 W. Peachtree St., N.W., Frank Rice
Chicago; Tribune Tower; Whitehall 4-0074; Carroll Layman, *vice president*
San Francisco; 235 Montgomery St.; Sutter 1-4125; Frank Dougherty
TV stations represented:
WBEN-TV Buffalo, N. Y.
WAAM Baltimore, Md.
WTMJ-TV Milwaukee, Wisc.
WDAF-TV Kansas City, Mo.
WHAS-TV Louisville, Ky.
WFMY-TV Greensboro, N. C.
WMTW Mt. Washington (Poland Spring, Me.)
WTPA Harrisburg, Pa.
WCDA-B Albany, N. Y.
WSYR-TV Syracuse, N. Y.
WJRT Flint, Mich.

Headley-Reed Company
420 Lexington Ave., New York 17, N. Y.; Murray Hill 5-8701; Frank Miller Sr., *chairman of the board;* Sterling Beeson, *president;* Jack Hardingham, *vice president*
Branch Offices:
Chicago 1; 230 N. Michigan Ave., Franklin 2-4686; John Wrath, *executive vice president*
Atlanta 3; Marietta & Forsythe Sts.; Cypress 4311; E. W. Sweatman Jr., *manager*
Hollywood 28; Taft Bldg., Hollywood & Vine; Hollywood 4-7738; Clark Barnes, *manager*
Philadelphia 7; Philadelphia National Bank Bldg.; Locust 4-6027; Robert S. Dome *manager*
San Francisco 4; 110 Sutter St.; Yukon 2-4912; Fred B. Adair Jr., *manager*
Seattle 1; 605 Jones Bldg.; Elliott 2566; Frank Kinkaid, *manager*
TV stations represented:
KDWI-TV Tucson, Ariz.
WDAK-TV Columbus, Ga.
WEEK-TV Peoria, Ill.
WTVO Rockford, Ill.
WBOC-TV Salisbury, Md.
WNEM-TV Bay City, Mich.



The man who wouldn't give up

500 MASSED ROCKETS shook Brooklyn Bridge, screamed up into the May evening and showered the city with red and gold.

While behind a darkened window, a big, gaunt man sat and watched, too crippled and painwracked to attend the opening day festivities for the bridge.

This was a pity, for he had built it.

Which means that when money gave out, Chief Engineer Roebling pleaded for more. When disturbing changes of plan had to be made, Roebling fought them through. And when a hundred panicked men were trapped under the East River in a flooded caisson, Roebling saved them.

Spinning the giant steel spiderweb not only exacted 13 years of Roebling's life, from 1870 to 1883, but very early in the game it crippled him forever with the caisson disease.

Yet he saw the job through to the end. His were the courage, skill and vision that make Americans a nation of great builders—a strong, growing nation. And a nation whose Savings Bonds rank with the world's finest investments.

For the constructive strength of 168 million Americans stands behind these Bonds. This is why our Government can absolutely guarantee the safety of your principal—up to any amount—and the rate of interest you receive.

You cannot get a better guarantee than that. Why not invest in U.S. Savings Bonds regularly—where you bank or through the Payroll Savings Plan where you work? And hold the Savings Bonds you have.

Safe as America—U.S. Savings Bonds

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WTOK-TV Meridian, Miss.
KFVS-TV Cape Girardeau, Mo.
KOOK-TV Billings, Mont.
WITN Washington, N. C.
WSJS-TV Winston-Salem, N. C.
WFMJ-TV Youngstown, Ohio
WGLV-TV Easton, Pa.
WBRE-TV Wilkes-Barre, Pa.
WAIM-TV Anderson, S. C.
KOTA-TV Rapid City, S. D.
WDXI-TV Jackson, Tenn.
WFRV-TV Green Bay, Wis.
WKOW-TV Madison, Wis.
TG-BOL Guatamala City, Guat.

George P. Hollingbery Company

307 N. Michigan Ave., Chicago 1, Ill.; Dearborn 2-6060; George P. Hollingbery, *chairman of the board*; Warren G. Nelson, *television sales manager*

Branch Offices:
New York 36; 500 Fifth Ave.; Oxford 5-5560; Harry Wise, *president in charge of television*
Atlanta 3; 134 Peachtree St.; Jackson 4-5710; Richard N. Hunter, *vice president*
Detroit 26; 1967 Guardian Bldg.; Woodward 1-3555; Joseph D. Payne Jr., *manager*
Los Angeles; 3325 Wilshire Blvd.; Dunkirk 5-2071; Roy S. Edwards Jr., *manager*
San Francisco 4; 417 Montgomery St.; Douglas 2-2541; George Lindman, *vice president*
Seattle 1; Tower Bldg.; Elliott 1868; Hugh Feltis, *manager*

TV stations represented:
KOAT-TV Albuquerque, N. Mex.
WJBF Augusta, Ga.
KERO-TV Bakersfield, Calif.
WABI-TV Bangor, Me.
WBRZ Baton Rouge, La.
WCIA Champaign, Ill.
KFBC-TV Cheyenne, Wyo.
WRBL-TV Columbus, Ga.
WHIO-TV Dayton, Ohio
WEAU-TV Eau Claire, Wisc.
KTSM-TV El Paso, Tex.
WTVW Evansville, Ind.
WNCT Greenville, N. C.
KTRK-TV Houston, Tex.
WLBT Jackson, Miss.
WLVA-TV Lynchburg, Va.
WSIX-TV Nashville, Tenn.
WEAR-TV Pensacola, Fla.
KOOL-TV Phoenix, Ariz.
KLOR Portland, Ore.
WROC-TV Rochester, N. Y.
KEY-T Santa Barbara, Calif.
KTVW Seattle-Tacoma, Wash.
KTIV Sioux City, Iowa
WSPA-TV Spartanburg, S. C.
WWLP Springfield, Mass.
KYTV Springfield, Mo.
KCEN-TV Temple, Tex.
KOPO-TV Tucson, Ariz.
WTRF-TV Wheeling, W. Va.
KVAL-TV Eugene, Ore.

Hal Holman Company

64 E. Lake St., Chicago 1, Ill.; Franklin 2-0016; Hal Holman, *president*

Branch Offices:
New York 17; 535 Fifth Ave.; Murray Hill 7-5365; Ed Devney, *manager*
Los Angeles 28; 6381 Hollywood Blvd.; Hollywood 2-2351; Tracy Moore, *manager*
San Francisco 8; 260 Kearney St.; Exbrook 2-6444; John Funk, *manager*

TV stations represented:
KDIX-TV Dickinson, N. Dak.
WLBC-TV Muncie, Ind.
WPBN-TV Traverse City, Mich.
KREX-TV Grand Junction, Colo.
KFXJ-TV Montrose, Colo. (satellite of KREX-TV Grand Junction, Colo.)

H-R Television, Inc.

380 Madison Ave., New York 17, N. Y.; Oxford 7-3120; Frank M. Headley, *president*; Frank E. Pellegrin, *vice president*; Paul R. Weeks, *vice president*

Branch Offices:
Chicago 1; 35 E. Wacker Dr.; Randolph 6-6431; Dwight S. Reed, *exec. vice president*
Hollywood 28; Equitable Bldg.; Hollywood 2-6453; Harold Lindley, *manager*
San Francisco 4; 155 Montgomery St.; Yukon 2-5837; James M. Alspaugh, *manager*
Dallas 2; 416 Rio Grande National Bldg.; Riverside 2-5248; Clarke R. Brown, *manager*
Atlanta 3; The 101 Marietta St. Bldg.; Jackson 3-7797; William McRae, *manager*
Houston 6; 520 Lovett Blvd.; Jackson 8-1601; Jack Lee, *manager*
New Orleans; 910 Royal St.; Canal 3917; Thomas J. Craig, *manager*

TV stations represented:
WNAC-TV Boston, Mass.
KOMU-TV Columbia, Mo.
WIN-T Fort Wayne, Ind.
KGBT-TV Harlingen, Tex.
WKBT La Crosse, Wisc.
WIMA-TV Lima, Ohio
KHJ-TV Los Angeles, Calif.
KNOE-TV Monroe, La.
WOR-TV New York, N. Y. (West Coast rep. only)
WREX-TV Rockford, Ill.
WRGP-TV Chattanooga, Tenn.
KSIX-TV Corpus Christi, Tex.
KNAC-TV Fort Smith, Ark.
WHBQ-TV Memphis, Tenn.
WALA-TV Mobile, Ala.
WAVY-TV Norfolk, Va.
WRAL-TV Raleigh, N. C.
KSBW-TV Salinas, Calif.
KVEC-TV San Luis Obispo, Calif.
KONO-TV San Antonio, Tex.
WGBI-TV Scranton, Pa.
KELO-TV Sioux Falls, S. D.
WSJV-TV South Bend, Ind.
KLTV Tyler, Tex.
WMAL-TV Washington, D. C.
WEAT-TV West Palm Beach, Fla.
KTVH Wichita, Kans.

Harry S. Hyett Co.

314 Baker Bldg.; Minneapolis, Minn.; Federal 9-5636; Harry S. Hyett, *president*

TV stations represented:
WBAY-TV Green Bay, Wisc.
WSAU-TV Wausau, Wisc.
WKBT La Crosse, Wisc.
KFYR-TV Bismarck, N. D.
KROC-TV Rochester, Minn.
KDAL-TV Duluth, Minn.
WDMJ-TV Marquette, Mich.
WHBF-TV Rock Island, Ill.

Inter-American Publications, Inc.

41 East 42nd St., New York 17, N. Y.; Murray Hill 2-0884; Angel Ramos, *president*

TV station represented:
WKAQ-TV San Juan, Puerto Rico

Fred R. Jones & Son

228 N. LaSalle St., Chicago, Ill.; State 2-5096

TV stations represented:
WKTV Utica, N. Y.
WNOW-TV York, Pa.

The Katz Agency, Inc.

477 Madison Ave., New York 22, N. Y.; Plaza 9-4460; Eugene Katz, *president*; Edward Codel, *tv director*; Scott Donahue, Jr., *sales manager*

Branch Offices:
Chicago 1; Prudential Plaza; Mohawk 4-7150; Gerald H. Gunst, *vice president*; William W. Joyce, *sales manager*
Detroit 26; Penobscot Bldg.; Woodward 3-8420; Arthur J. Underwood
Kansas City 6; Bryant Bldg.; Victor 2-7095; Thomas J. Flanagan, Jr.

WORKING PARTNERS

FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
PAUL WEEKS, Vice President

RADIO **H·R** TELEVISION INC. TELEVISION REPRESENTATIVES, INC.

In the "Rep" business you keep orders flowing into your stations or you're in a "jam." Getting orders takes smart headwork . . . fast footwork . . . and lots of plain *hard* work. That's why, when as a group of mature, sales experienced partners, we started H-R, we all agreed to be *working partners*.

The record shows that many radio and TV stations favor this kind of mature, two-fisted representation. That's why we have such a fine list. And to keep orders flowing into these stations, the partners who head up this firm, are still *working partners* . . . and we still "always send a man to do a man's job."

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

416 Rio Grande Bldg.
Dallas Texas
Riverside 2-5148

101 Marietta Street Bldg.
Atlanta, Georgia
JAckson 3-7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
JAckson 8-1601

910 Royal Street
New Orleans, La.
Canal 3917

REPRESENTATIVES

Atlanta 3; 1321 Fulton Bank Bldg.; Jackson 5-1637; Keith Byerly
Dallas 1; 2006 Bryant St.; Riverside 1-4036; David Rutledge
San Francisco 4; Russ Bldg.; Douglas 2-7628; Stanley J. Reulman
Los Angeles 14; 3325 Wilshire Blvd.; Dunkirk 5-6284; Richard Hasbrook

TV stations represented:
KGNC-TV Amarillo, Tex.
WAGA-TV Atlanta, Ga.
WMAR-TV Baltimore, Md.
WBRC-TV Birmingham, Ala.
WHIS-TV Bluefield, W. Va.
WMT-TV Cedar Rapids, Iowa
WKRC-TV Cincinnati, Ohio
WJW-TV Cleveland, Ohio
WTVN-TV Columbus, Ohio
KLZ-TV Denver, Colo.
KRNT-TV Des Moines, Iowa
WJBK-TV Detroit, Mich.
WOOD-TV Grand Rapids, Mich.
WNHC-TV New Haven, Conn.
WSAZ-TV Huntington, W. Va.
WFBM-TV Indianapolis, Ind.
WJTV Jackson, Miss.
WJAC-TV Johnstown, Pa.
KCMO-TV Kansas City, Mo.
WBIR-TV Knoxville, Tenn.
KABC-TV Los Angeles, Calif.
WREC-TV Memphis, Tenn.
WGBS-TV Miami, Fla.
WTCN-TV Minneapolis, Minn.
WSFA-TV Montgomery, Ala.
WLAC-TV Nashville, Tenn.
WKY-TV Oklahoma City, Okla.
KPHO-TV Phoenix, Ariz.
KOAM-TV Joplin, Mo.
KWK-TV St. Louis, Mo.
KTVT Salt Lake City, Utah
KFSD-TV San Diego, Calif.
KPIX San Francisco, Calif.
KVTV Sioux City, Iowa
KHQ-TV Spokane Wash.
WHEN-TV Syracuse, N. Y.
WTVT Tampa, Fla.
WSPD-TV Toledo, Ohio
KAKE-TV Wichita, Kans.

Robert S. Keller, Inc.

72 Barrow St., New York 14,; Watkins 4-6599; Bob Keller, *president*

Branch Office:
Chicago 1; 228 N. LaSalle St.; State 2-5096; Hooper Jones, *manager*

TV stations represented:
*WPAG-TV Ann Arbor, Mich.
WNOW-TV York, Pa.
*Network sales only.

Kettell-Carter

118 Newbury St., Boston 16, Mass.; Kenmore 6-1966; Elmer Kettell, *partner;* Marjorie Carter, *partner*

TV stations represented:
WABI-TV Bangor, Me.
WMTW Poland Spring, Me.
WWLP Springfield, Mass.

Nona Kirby Co.

507 Statler Bldg., Boston 16, Mass.; Hubbard 2-6117-8; Nona Kirby, *president;* Kay Chille, *vice president*

TV stations represented:
WICC-TV Bridgeport, Conn.
WATR-TV Waterbury, Conn.

Bomar Lowrance & Assoc., Inc.

770 Spring St., N.W., Atlanta, Ga.; Elgin 3726

Branch Offices:
Dallas; 1102 Fidelity Union Bldg.; Randolph 8206
Charlotte; 1527 Elizabeth Ave.; Franklin 6-6581

TV stations represented:
NBC Spot Sales
Crosley Broadcasting

McGavren-Quinn Company

110 Sutter St., San Francisco, Calif.; Yukon 6-4112; Daren McGavren

Branch Offices:
Hollywood; 1741 Ivar Ave.; Hollywood 4-2856; Donald J. Quinn
New York; 33 W. 42nd St.; Bryant 9-1374; Jack Davis
Chicago; 612 N. Michigan Ave.; Superior 7-8177; Burt Sears

TV station represented:
KCCC-TV Sacramento (west coast only)

Joseph Hershey McGillvra, Inc.

366 Madison Ave., New York 17, N. Y.; Murray Hill 2-8755; Joseph H. McGillvra, *president*

Branch Offices:
Chicago 1; 185 N. Wabash Ave.; State 2-5282; Robert B. Pierce, *manager*
Los Angeles 5; 638 S. Van Ness Ave.; Dunkirk 4-7352; Fred E. Crawford Jr., *manager*
San Francisco 5; 605 Market St.; Yukon 2-3954; A. S. Babcock, *manager*
Boston 16; 419 Boylston St.; Commonwealth 6-0718; Louis J. Borgatti, *manager*
Bedford, Indiana; P.O. Box 127; Bedford 9194; Joseph H. McGillvra, *manager*

TV stations represented:
WBLN-TV Bloomington, Ill.
WCBI-TV Columbus, Miss.
WMSL-TV Decatur, Ala.
WINK-TV Fort Myers, Fla.
WTOV-TV Norfolk, Va.
WROM-TV Rome, Ga.
CFCL-TV Timmins, Ont., Canada

John L. McGuire & Company

Guaranty Bank Bldg., Denver, Colo.; Cherry 4-8191; John L. McGuire

TV stations represented: (Denver area only)
KOAT-TV Albuquerque, N. Mex.
KCSJ-TV Pueblo, Colo.
KRDO-TV Colorado Springs, Colo.
KREX-TV Grand Junction, Colo.
KFXJ-TV Montrose, Colo.
KFBC-TV Cheyenne, Wyo.
KSTF Scottsbluff, Neb.
Note: KFXJ-TV is a satellite of KREX-TV. KSTF is a satellite of KFBC-TV.

The Meeker Company, Inc.

521 Fifth Avenue, New York 17, N. Y.; Murray Hill 2-2170; Robert D. C. Meeker, *president;* Edgar B. Filion, *vice president & director of television*

Branch Offices:
Chicago 1; 333 N. Michigan Ave.; Central 6-1742; Carl F-J Jewett, *vice president in charge of midwest*
San Francisco 4; 339 Russ Bldg.; Yukon 6-4940; Don Pontius, *west coast manager*
Los Angeles 28; 6381 Hollywood Blvd.; Hollywood 2-2351; Tracy Moore, *manager*

TV stations represented:
WLEV-TV Bethlehem, Pa.
WGAL-TV Lancaster, Pa.
WTTV Bloomington, Ind.
KROC-TV Rochester, Minn.
KHOL-TV Kearney, Nebr.
KSWS-TV Roswell, N. M.
WSAU-TV Wausau, Wisc.

Clyde Melville Co.

Melba Bldg.; Dallas, Texas; Riverside 8-5239; Clyde B. Melville

TV stations represented: (Southwest region only)
KCEN-TV Waco-Temple, Tex.
KCMC-TV Texarkana, Tex.-Ark.
KGGM-TV Albuquerque, N.M.
KSWS-TV Roswell, N. M.
KTXL-TV San Angelo, Tex.
KVDO-TV Corpus Christi, Tex.
KTRE-TV Lufkin, Tex.

Michigan Spot Sales, Inc.

15001 Michigan Avenue, Detroit, Mich.; Tiffany 6-2362; Charles J. Sitta, *president*

TV stations represented:
WNEM-TV Saginaw-Bay City, Mich.
WPBN-TV Traverse City, Mich.

Midnight Sun Broadcasting Company

Anchorage, Alaska; 5-2201; A. O. Bramstedt, *general manager*

Branch Offices:
New York 36; 60 W. 46th St.; Circle 6-4084; James C. Fletcher Jr., *national sales manager*
Seattle 1; 308 White-Henry-Stuart Bldg.; Seneca 6682; Del Day, *western sales manager*

TV stations represented:
KFAR-TV Fairbanks, Alaska
KENI-TV Anchorage, Alaska

Art Moore & Associates, Inc.

519 Jones Bldg., Seattle 1, Wash.; Mutual 3377; Art Moore, *president*

Branch Office:
Portland 4; 617 Cascade Bldg.; Capital 8-7284; Ed Henry, *manager*

TV stations represented:
KXLY-TV Spokane, Wash.
KTNT-TV Tacoma, Wash.
KIMA-TV Yakima, Wash.
KEPR-TV Pasco, Wash. (Satellite of KIMA-TV)
KVAL-TV Eugene, Ore.
KPTV Portland, Ore.
KBOI-TV Boise, Idaho
KID-TV Idaho Falls, Idaho
KLEW-TV Lewiston, Idaho
KLIX-TV Twin Falls, Idaho
KXLF-TV Butte, Montana

National Time Sales

370 Lexington Ave., New York 17, N. Y.; Murray Hill 5-1300; Arthur Gordon, *sales manager*

Branch Offices:
Los Angeles 5; 672 South Lafayette Park Place; Dunkirk 2-3200; Harlan G. Oaks
San Francisco 3; 235 Montgomery St.; Yukon 6-5819

TV station represented:
XEJ-TV El Paso, Tex.

NBC Spot Sales (National Broadcasting Co.)

30 Rockefeller Plaza, New York 20, N. Y.; Circle 7-8300; John H. Reber, *director NBC Spot Sales;* Edwin T. Jameson, *director tv spot sales;* John J. Ryan, *eastern division sales manager*

Branch Offices:
Chicago 54; Merchandise Mart; Superior 7-8300; John Mulholland
Detroit 26; Penobscot Bldg.; Woodward 1-1610; John C. Treacy
Hollywood 28; Sunset & Vine; Hollywood 9-6161; Walter B. Davison
San Francisco 2; Taylor & O'Farrell; Graystone 4-8700; Robert Anderson; Ken Johnson
Atlanta; 770 Spring St. N.W.; Elgin 3726; Freeman Jones
Charlotte 2; 1026 S. Blvd.; Franklin 6-6581; Bomar Lowrance & Assoc.
Dallas; Fidelity Union Bldg.; Randolph 8206; Robert Keefe

TV stations represented:
WRCA-TV New York, N. Y.
WNBQ Chicago, Ill.
KRCA Los Angeles, Calif.
KSD-TV St. Louis, Mo.
WRC-TV Washington, D.C.
KOMO-TV Seattle, Wash.
WRCV-TV Philadelphia, Pa.
KPTV Portland, Ore.

people dial for content...

not cable

If you are told that network cables somehow endow a program with a certain indefinable "prestige"—remember this:

When it comes to film programs, most viewers can't tell non-network from network shows, or mis-identify them.

That's the highlight finding of a study by Qualitative Research, Inc.

The survey makes clear that as far as film programs are concerned, there is no such animal as "network prestige." There can't be. Fact is, most viewers don't know non-network from network shows. Chances are they don't care. People dial for content—not cable.

Call or write Katz Sales Development for the complete report, as well as a study on wholesaler (food and drug) preferences in TV advertising.

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Also available: *The Katz Agency's* SPOT TV ADVERTISING COST SUMMARY #20 *including formulas for estimating Spot TV budgets for nighttime, daytime and late night periods.*

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WRGB Schenectady, N. Y.
KONA Honolulu, Hawaii
WBUF Buffalo, N. Y.
WCKT Miami, Fla.
*Also represents Crosley stations in Detroit and on Pacific Coast

Harlan G. Oakes & Assoc.
672 S. Lafayette Park Place, Los Angeles 57, Calif.; Dunkirk 2-3200
Branch Offices:
San Francisco 4; 110 Sutter St.; Sutter 1-7971
San Antonio; Insurance Bldg.; Capitol 4-1362
TV stations represented:
Not available.

Lee F. O'Connell Company
111 N. La Cienega Blvd., Beverly Hills, Calif.; Olympia 2-1313; Lee F. O'Connell, *president & manager*
Branch Office:
San Francisco 4; 233 Sansome St.; Yukon 6-2981; William A. Ayres
TV stations represented:
Not available.

Richard O'Connell, Inc.
527 Madison Ave., New York 22, N. Y.; Plaza 5-9751
TV station represented:
KCOR-TV San Antonio, Tex.

Pan American Broadcasting Co.
370 Lexington Ave., New York, N. Y.; Murray Hill 5-1300; E. Bernald
Branch Offices:
Los Angeles; 672 S. Lafayette Park Place; Dunkirk 2-3200; Harlan G. Oakes
San Francisco; 110 Sutter St.; Sutter 1-7971; Harlan G. Oakes
TV station represented:
DZAQ-TV Manila, P. I.

John E. Pearson Television, Inc.
444 Madison Ave., New York 22, N. Y.; Plaza 1-3366; John E. Pearson, *president;* Russel Walker, *vice president;* William Wilson, *vice president*
Branch Offices:
Chicago 1; 333 N. Michigan Ave.; State 2-7494; Frank Reed, *vice president & sales development;* Jim Bowden, *vice president & office manager*
Atlanta; 508 Glenn Bldg.; Jackson 5-2912; Robert M. Baird
Dallas 1; 506 Fidelity Union Life Bldg.; Riverside 7-3723; Thomas R. Murphy
Minneapolis; 1410 Northwest Bank Bldg.; Federal 8-5689; Calden (Bud) Stitt, *vice president*
Los Angeles 5; 3242 W. 8th St.; Dunkirk 5-5084; David E. Cassidy
San Francisco 4; 58 Sutter St.; Douglas 2-7159; Martin H. Percival
TV stations represented:
KRDO-TV Colorado Springs, Colo.
KRBB El Dorado, Ark.
KFSA-TV Fort Smith, Ark.
KQTV Fort Dodge, Iowa
KDRO-TV Sedalia, Mo.
KLRJ-TV Las Vegas, Nev.
KOLO-TV Reno, Nev.
WHIZ-TV Zanesville, Ohio
KGEO-TV Enid, Okla.
KSWO-TV Lawton, Okla.
WJHL-TV Johnson City, Tenn.
WTVK-TV Knoxville, Tenn.
KRBC-TV Abilene, Tex.
KBST-TV Big Spring, Tex.
KWTX-TV Waco, Tex.
KRGV-TV Weslaco, Tex.
WOAY-TV Oak Hill, W. Va.
WTAP Parkersburg, W. Va.
KCSJ-TV Colorado Springs, Colo.
WDAM-TV Hattiesburg, Miss.
KICA Clovis, N. Mex.
KVSO-TV Ardmore, Okla.
KOSA-TV Odessa, Tex.

Peters, Griffin, Woodward, Inc.
250 Park Ave., New York 17, N. Y.; Yukon 6-7900; H. Preston Peters, *president;* Lloyd Griffin, *vice president-director of tv;* John W. Brooke, *eastern tv sales manager*
Branch Offices:
Chicago 1; 230 N. Michigan Ave.; Franklin 2-6373; John A. Cory, *vice president;* William J. Tynan, *midwestern tv sales manager*
Detroit 26; Penobscot Bldg.; Woodward 1-4255; Lou Hummel
Atlanta 3; Glenn Bldg.; Murray 8-5667; William J. Stubbs
Fort Worth 2; 406 W. Seventh St.; Edison 6-3349; Hal Thompson
Hollywood 28; 1750 N. Vine St.; Hollywood 9-1688; Hal W. Hoag, *vice president*
San Francisco 4; Russ Bldg.; Sutter 1-3798; William A. Exline
TV stations represented:
WBZ-TV Boston, Mass.
WGR-TV Buffalo, N. Y.
WWJ-TV Detroit, Mich.
WPIX New York, N. Y.
KYW-TV Cleveland, Ohio
WISC-TV Madison, Wisc.
KRIS-TV Corpus Christi, Tex.
WSVA-TV Harrisonburg, Va.
KDKA-TV Pittsburgh, Pa.
WCSC-TV Charleston, S. C.
WIS-TV Columbia, S. C.
WHO-TV Des Moines, Iowa
WTVJ Miami, Fla.
WOC-TV Davenport, Iowa
WDSM-TV Duluth, Minn.
WDAY-TV Fargo, N. D.
WCCO-TV Minneapolis, Minn.
KMBC-TV Kansas City, Mo.
WBAP-TV Fort Worth, Tex.
KFDM-TV Beaumont, Tex.
KENS-TV San Antonio, Tex.
KBOI-TV Boise, Idaho
KBTV Denver, Colo.
KRON-TV San Francisco, Calif.
KGMB-TV Honolulu, Hawaii
* KHBC Hilo, Hawaii
* KMAU Wailuku, Maui
WDBJ-TV Roanoke, Va.
* Satellite of KGMB-TV Honolulu

Edward Petry & Company, Inc.
3 East 54th St., New York 22, N. Y.; Murray Hill 8-0200; Edward Petry, *president;* Thomas E. Knode, *vice president & general manager*
Branch Offices:
Chicago 11; 400 N. Michigan Ave.; Whitehall 4-0011; Edward E. Voynow, *exec. vice president;* Louis A. Smith, *sales manager*
Atlanta 3; 101 Marietta St. Bldg.; Jackson 4-8861; Richard W. Hughes
Detroit 26; 645 Griswold St.; Woodward 3-0125; Frank M. Walker
Los Angeles 14; 530 W. 6th St.; Tucker 3171; L. D. Larimer
San Francisco 4; Russ Bldg.; Yukon 2-3631; Edward L. Smith
St. Louis 3; 915 Olive St.; Chestnut 1-7191; Hugh O. Kerwin
TV stations represented:
WSB-TV Atlanta, Ga.
WBAL-TV Baltimore, Md.
WGN-TV Chicago, Ill. (West Coast only)
WFAA-TV Dallas, Tex.
WESH-TV Daytona Beach, Fla.
WTVD Durham-Raleigh, N. C.
WICU Erie, Pa.
KPRC-TV Houston, Tex.
WHTN-TV Huntington, W. Va.
WJHP-TV Jacksonville, Fla.
KARK-TV Little Rock, Ark.
KCOP Los Angeles, Calif.
WISN-TV Milwaukee, Wisc.
KSTP-TV Minneapolis-St. Paul, Minn.
WSM-TV Nashville, Tenn.
WTAR-TV Norfolk, Va.
KMTV Omaha, Neb.
WTVH Peoria, Ill.
KCRA-TV Sacramento, Calif.
WOAI-TV San Antonio, Tex.
KFMB-TV San Diego, Calif.
KTBS-TV Shreveport, La.
KREM-TV Spokane, Wash.
KOTV Tulsa, Okla.
WNDU-TV South Bend, Ind.
KARD-TV Wichita, Kans.

William G. Rambeau Company, Inc.
347 Madison Ave., New York 17, N. Y.; Murray Hill 6-5940; William G. Rambeau, *president;* George W. Kupper, *vice president*
Chicago 1; 185 N. Wabash Ave.; Andover 3-5566; Marry Rudd, *manager*
Minneapolis 2; 530 Roanoke Bldg.; Federal 8-7017; Vivian Bulmer, *manager*
Hollywood 28; 1350 N. Highland Ave.; Hollywood 4-6017; Ed Lytle, *manager*
San Francisco 4; 927 Mills Bldg.; Exbrook 2-4073; Evelyn Wiggins, *manager*
TV stations represented:
WFAM-TV Lafayette, Ind.
KNOX-TV Grand Forks, N. D.

Paul H. Raymer Company, Inc.
444 Madison Ave., New York 22, N. Y.; Plaza 9-5570; Paul H. Raymer, *president;* Frederick C. Brokaw, *exec. vice president;* Stuart N. Kelly, *vice president & assistant sales manager*
Branch Offices:
Chicago 11; 435 N. Michigan Ave.; Superior 7-4473; Clay E. Forker, *vice president*
Detroit 26; 2949 Penobscot Building; Woodward 3-0764; Robert B. Rains, *manager*
Atlanta 3; Glenn Building; Jackson 5-6508; Edward D. Brandt, *manager*
Dallas 1; Mercantile Securities Bldg.; Riverside 5663; John H. Hicks, *manager*
San Francisco 4; 2613 Russ Bldg.; Douglas 2-8909; L. Ray Rhodes, *vice president*
Hollywood; 1680 Vine St.; Hollywood 2-2376; John D. Gale, *manager*
TV stations represented:
KCBD-TV Lubbock, Tex.
KFDX-TV Wichita Falls, Tex.
KMJ-TV Fresno, Calif.
KSLA Shreveport, La.
KTBC-TV Austin, Tex.
KTLA Los Angeles, Calif.
KVAR Phoenix, Ariz.
WCOV-TV Montgomery, Ala.
WKBN-TV Youngstown, Ohio
WKIG-TV Ft. Wayne, Ind.
WNOK-TV Columbia, S. C.
WSBT-TV South Bend, Ind.
KIVA-TV Yuma, Ariz.
WPFH Philadelphia, Pa.

Duncan A. Scott & Co.
Mills Bldg., San Francisco; Garfield 1-7950; Duncan A. Scott, *owner*
Branch Offices:
Los Angeles; 2978 Wilshire Blvd.; Dunkirk 8-4151; Peter Schulz, *manager*
TV stations represented:
KTVA Anchorage, Alaska
KTVF Fairbanks, Alaska
KINY-TV Juneau, Alaska
Venard, Rintoul & McConnell, Inc.
Alaska Radio & TV.

Select Station Representatives, Inc.
400 Madison Ave., New York 17, N. Y.; Plaza 8-1850; Zangwill Golobe, *manager;* Albert Shepard; Joseph Ruggiero
Branch Offices:
Baltimore 3; 7 E. Lexington St.; Lexington 9-7808; R. C. Embry, *manager*
Richmond 28; Broadstreet Rd.; Richmond 88-2837; I. G. Abeloff, *manager*
TV station represented:
WXEX-TV Richmond, Va.

Stars National, Inc.
400 Madison Ave., New York 17, N. Y.; Plaza 8-0555; Bernard Howard, Larry Wasserstein.

Branch Offices:
Chicago; 35 East Wacker Dr.; Central 6-2135; Alan Bress
Atlanta; P. O. Box 1598; Dearborn 2143; William R. Packham
Los Angeles; 6381 Hollywood Blvd.; Hollywood 2-2531; Tracy Moore; Jerome A. Moore
San Francisco; 260 Kearny St.; Exbrook 2-6444; John Funk

TV station represented:
KSAN-TV San Francisco, Calif.

Storer Broadcasting Company
1177 Kane Concourse, Miami Beach, Fla.; Union 6-0211; George B. Storer Sr., *president;* Lee B. Wailes, *exec. vice president;* Stanton P. Kettler, *vice president in charge of operations*

Branch Offices:
New York 22; 118 E. 57th St.; Murray Hill 8-8630.
Chicago; 230 N. Michigan Ave.; Franklin 2-6498; Lewis P. Johnson, *midwest tv national sales manager*
San Francisco; 111 Sutter St.; Sutter 1-8689; Mr. Gayle V. Grubb, *vice president, Pacific Coast sales manager*

TV stations represented:
WAGA-TV Atlanta, Ga.
WBRC-TV Birmingham, Ala.
WGBS-TV Miami, Fla.
WJBK-TV Detroit, Mich.
WJW-TV Cleveland, Ohio
WSPD-TV Toledo, Ohio
KPTV Portland, Ore.

United Broadcasting Co.
40 E. 51 St., New York 17, N. Y.; Murray Hill 7-4758; Robert L. Wittig, *national sales manager*

Branch Offices:
Chicago; 75 E. Wacker Dr.; Cy Thomas
Baltimore 1; 912 N. Charles St.; Saratoga 7-8250; Marvin Mirvis

TV stations represented:
Not available.

Upper Midwest Broadcasting System
Nicollet Bldg., Minneapolis, Minn.; Federal 6-9631; L. M. Knopp, *president;* Betty Ziminske, *office manager*

TV stations represented:
Not available.

Venard, Rintoul & McConnell, Inc.
579 Fifth Ave., New York 17, N. Y.; Murray Hill 8-1088; Lloyd George Venard, *president;* Stephen R. Rintoul, *vice president;* James V. McConnell, *vice president*

Branch Offices:
Chicago 1; 35 E. Wacker Drive; State 2-5260; Howard B. Meyers, *vice president*
San Francisco 4; Mills Bldg.; Garfield 1-7950; Duncan A. Scott
Los Angeles; c/o Duncan A. Scott, 2978 Wilshire Blvd.; Dunkirk 8-4151; Wilt Gunzendorfer

TV stations represented:
WPTV Palm Beach, Fla.
WFIE-TV Evansville, Ind.
W-TWO Bangor, Me.
WLOS-TV Asheville, N. C.
KTEN Ada, Okla.
KTRE-TV Lufkin, Tex.
KMID-TV Midland, Tex.
KTXL-TV San Angelo, Tex.
KCMC-TV Texarkana, Tex.
WMBV-TV Marinette-Green Bay, Wisc.
KLFY-TV Lafayette, La.
WSUN-TV St. Petersburg, Fla.
WALB-TV Albany, Ga.
WAGM-TV Presque Isle, Me.
WTRI-TV Albany, N. Y.
WTOB-TV Winston-Salem, N. C.

Wagner-Smith Assoc.
280 Madison Ave., New York 16, N. Y.; Murray Hill 4-4244; Roy V. Smith

Branch Office:
Seattle 1; 830 Securities Bldg.; Seneca 6333; W. J. Wagner, *president & owner;* Irv. Lusk

TV stations represented:
KTVA Anchorage, Alaska
KTVF Fairbanks, Alaska
KINY-TV Juneau, Alaska
WMFD-TV Wilmington, N. C.

The Walker Representation Company, Inc.
347 Madison Ave., New York 17, N. Y.; Murray Hill 3-5830; Wythe Walker; C. Otis Rawalt

Branch Offices:
Chicago 1; 360 N. Michigan Ave.; Andover 3-5771; Charles Halteman
Los Angeles 5; 672 S. Lafayette Park Place; Dunkirk 2-3200; Harlan Oakes
San Francisco 4; Russ Bldg.; Yukon 6-5820; Norm Cunningham
Atlanta; Mortgage Guarantee Bldg.; Alpine 5084; Tom Atkinson
Boston; 100 Boylston St.: Hubbard 2-4370; William Creed

TV stations represented:
WMGT Pittsfield, Mass.
KXLF-TV Butte, Mont.
WLBC-TV Muncie, Ind.
WSIL-TV Harrisburg, Ill.

Grant Webb & Company
509 Madison Ave., New York 22, N. Y.; Murray Hill 8-7550; Grant Webb, *president;* Edmond P. Ryan, *vice president*

Branch Offices:
Chicago 2; 69 W. Washington; State 2-3155
Detroit; 1302 Cadillac Tower; Woodward 1-8290
San Francisco 4; 155 Montgomery St.; Exbrook 2-6127
Los Angeles; 8622 Wilshire Blvd.; Oleander 6-8998

TV station represented:
KXGM Glendive, Mont.

Weed Television Corp.
579 Fifth Ave., New York 17, N. Y.; Plaza 9-4700; Joseph J. Weed, *president;* E. J. Fitzsimmons, *general sales manager*

Branch Offices:
Chicago 1; Prudential Plaza; Michigan 2-3434; C. C. Weed, *vice president;* George Lindsay, *sales manager*
Detroit 26; 1610 Book Bldg.; Woodward 1-2685; Bernard P. Pearse
Atlanta 3; Glenn Bldg.; Jackson 4-1604; George L. Griesbauer
Hollywood 28; 6331 Hollywood Blvd.; Hollywood 2-6676; Edwin C. Metcalfe
San Francisco 5; 625 Market St.; Exbrook 7-0535; Donald Staley
Boston 16; Statler Bldg.; Hubbard 2-5677; Richard R. Reardon
Des Moines 9; 505 Fifth Ave.; Bill Scharton

TV stations represented:
WABD New York, N. Y.
WTTG Washington, D. C.
WAKR-TV Akron, Ohio
KGGM-TV Albuquerque, N. Mex.
KALB-TV Alexandria, La.
KBAK-TV Bakersfield, Calif.
WCAX-TV Burlington, Vt.
WWTV Cadillac, Mich.
WCNY-TV Carthage, N. Y.
WOI-TV Ames, Iowa
WBAY-TV Green Bay, Wisc.
WFBC-TV Greenville, S. C.
WJMR-TV New Orleans, La.
KHQA-TV Hannibal, Mo.
WCYB-TV Bristol, Va.
WUSN-TV Charleston, S. C.
KPLC-TV Lake Charles, La.
KLAS-TV Las Vegas, Nev.
KGLO-TV Mason City, Iowa
KCJB-TV Minot, N. Dak.
KHAS-TV Hastings, Neb.
KTVK Phoenix, Ariz.
WCSH-TV Portland, Me.
WJAR-TV Providence, R. I.
KCCC-TV Sacramento, Calif.
KTTS-TV Springfield, Mo.
KTNT-TV Tacoma, Wash.
KXJB-TV Valley City, N. Dak.
KIMA-TV Yakima, Wash.
XETV San Diego, Calif.
KBMB-TV Bismarck, N. Dak.
KTVI St. Louis, Mo.

WGN-TV
220 East 42nd St., New York, N. Y.; Murray Hill 2-7545; Ben H. Berentson, *manager*

TV station represented:
WGN-TV Chicago, Ill.

Harry Wheeler & Company
80 Boylston St., Boston, Mass.; Liberty 2-6481; Harry Wheeler, *owner-manager*

TV stations represented:
Not available.

Young Television Corp.
3 East 54th St., New York 22; Plaza 1-4848; Adam Young, *president;* Stephen A. Machcinski Jr., *vice president*

Branch Offices:
Chicago 1; Prudential Plaza; Michigan 2-6190; William J. Reilly, *manager*
St. Louis 23; 317 N. Eleventh St.; Main 1-5020; John B. Hetherington, *manager*
Los Angeles 28; 6331 Hollywood Blvd.; Hollywood 2-2289; William L. Wallace, *manager*
San Francisco 5; 593 Market St.; Yukon 6-6769; Charles R. Christianson
Boston 16; Statler Office Bldg.; Hubbard 2-6617; Nona Kirby

TV stations represented:
CKLW-TV Detroit, Mich.
KILT-TV El Paso, Tex.
KVDO-TV Corpus Christi, Tex.
WEHT-TV Evansville, Ind.
WGEM-TV Quincy, Ill.
WICS Springfield, Ill.
WMTV Madison, Wis.
WTVY Dothan, Ala.
KULA-TV Honolulu, Hawaii

248,371

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Ft. Wayne Study (what happens when Tv comes to town)

Up They Go (small agencies and Tv)

Daytime Tv

How to Rate Ratings

Eisenhower, Tv President

Kenyon & Eckhardt (agency profile)

The Missing Giant (Tv and department stores)

The ARB Story

Tv Timebuyers of the U. S. (published annually)

Taxes and Tv

Facts on Color Tv

General Foods on the March

Are Timebuyers Obsolete?

Fall Film Outlook

General Motors (how Tv fits in sales drive)

What Price Film Commercials

Courting the Law (Bar Association on Tv)

Procter & Gamble story

In the Public Interest (report on public service)

What's Wrong with Rate Cards?

Put a Head on Sales (brewers' use of Tv)

Rich Rural Markets (Tv and farm programming)

Product Group Success Stories . . .

- Bakeries & Bakery Products
- Dairies & Dairy Products
- Banks & Savings Institutions
- Dry Cleaners & Laundries
- Groceries & Supermarkets
- Furniture & Home Furnishings
- Home Building & Real Estate
- Jewelry Stores & Manufacturers
- Nurseries, Seed & Feed
- Hardware & Building Supplies
- Soft Drink Distributors
- Travel, Hotels & Resorts
- Sporting Goods & Toys
- Drugs & Remedies
- Gasoline & Oil
- Shoe Stores & Manufacturers
- Farm Implements & Machinery
- Electric Power Companies

American Broadcasting-Paramount Theatres, Inc.

7 West 66th Street, New York 23, N. Y.; Telephone: Susquehanna 7-5000

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Slocum Chapin, *Vice President.*
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Earl Hudson, *Vice President.*
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Sterling C. Quinlan, *Vice President in charge of WBKB.*
James Stabile, *Vice President and General Counsel.*
Oliver Treyz, *Vice President.*
Thomas Velotta, *Vice President.*
Mortimer Weinbach, *Vice President.*
Omar Elder, *Secretary and Ass't General Counsel.*
Muriel Reis, *Attorney and Ass't Secretary.*

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Jason Rabinovitz, *In Charge of Business Management, Tv Network.*

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Clure Owen, *Administrative Ass't.*
John Preston, *Director of Engineering Facilities and General Services.*
George Milne, *Traffic Coordinator.*
Thomas F. Foy, *Purchasing Agent.*
Joseph J. Spagnola, *Director of Office and Studio Services.*
William Trevarthen, *Director of Engineering Operations.*
Richard Hamilton, *Supervisor of Communications.*
Lawrence A. Ruddell, *Recording Director.*
Reginold Willcocks, *Traffic Manager.*
Merle Worster, *Eastern Engineering Operations Manager.*

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J. Russell Gavin, *Chief Accountant.*
Joseph Fitzpatrick, *Internal Auditor.*
Edward Graessle, *Manager of Treasury Affairs.*

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Marie McWilliams, *Director of Personnel.*

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Omar Elder, *Secretary and Ass't General Counsel.*
Harold Cohen, *Director of Business Affairs, Legal Department.*
Muriel Reis, *Attorney and Ass't Secretary.*

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Richard Depew, *Manager of Program Operations.*
Frederick P. Laffey, *Administrative Manager and Budget Officer.*
Freelon Fowler, *Film Program Manager.*
Daniel Melnick, *Program Development Manager.*
William Seaman, *Manager of Program Service.*
Charles Mortimer, *Manager of Program Production.*

Services:
Bernard Paulson, *Director of Network Production Services.*
Ruth K. Blainey, *Operations Manager.*
Leonard Maskin, *Network Production Services Manager.*
James McNaughton, *Executive Art Director.*
Frederick Schuhmann, *Studio Services Coordinator.*

News, Special Events, Sports and Public Affairs:
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Thomas Velotta, *Vice Presdent and Administrative Officer of News, Special Events, Sports and Public Affairs.*
Donald G. Coe, *Director of Special Events and Operations.*
Wiley Hance, *Manager of Public Affairs.*
Francis N. Littlejohn, *Director of News and Public Affairs.*
William A. Whitehouse, *Director of Sports.*

Press Information and Advertising:
Michael J. Foster, *Vice President in Charge of Press Information and Advertising.*
John H. Eckstein, *Director of Advertising.*
Hank Warner, *Director of Press Information.*
Adolph Seton, *Manager, On-Air Promotion.*

Continuity Acceptance:
Grace Johnsen, *Director of Continuity Acceptance.*

Sales:
Slocum Chapin, *Vice President in Charge of Tv Network Sales.*
Eugene C. Wyatt, *National Program Sales Manager.*
William Gillogly, *Eastern Tv Network Sales Manager.*
Henry T. Hede, *Business Manager.*
Alice Stamatis, *Manager of Order Processing.*

Station Clearance:
Donald S. Shaw Jr., *Director of Tv Station Clearance.*
Joseph Giaquinto, *Manager of Tv Station Clearance.*

Station Relations:
Alfred R. Beckman, *Director of Station Relations for Tv Network.*
Malcolm B. Laing, *Regional Manager, Northeast.*
Ralph Hatcher, *Regional Manager, Southeast.*
Joseph Merkle, *Regional Manager, Mountain and Pacific.*
Robert Coe, *Regional Manager, North Central.*

Research and Sales Development:
Donald Coyle, *Director of Research and Sales Development.*
Julius Barnathan, *Manager of Research*
Bert Briller, *Manager of Sales Development.*

ABC Film Syndication, Inc.—1501 Broadway, New York 36, N. Y.:
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Lee Francis, *Manager of Advertising and Promotion.*
Joseph F. Greene, *Ass't to the Vice President in Charge of Sales.*
William L. Clark, *Vice President and Director of Western Sales Division.*
Howard Anderson, *Midwest Manager.*
Nat V. Donato, *Eastern Sales Manager.*
G. Joseph Porter, *Atlanta Office Manager.*

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William P. Kusack, *Manager, Engineering Department.*
Daniel Schuffman, *Program Manager.*
Ralph Andrews, *Manager, Film Department.*
John Fitzpatrick, *Production Manager.*
Clar Heider, *National Spot Sales Manager.*
James W. Beach, *Vice President and Director of Tv Network, Central Division.*
Harold Wettersten, *Sales Manager of Tv Network, Central Division.*
Elliott W. Henry Jr., *Director of Promotion and Publicity.*
Con O'Dea, *Manager of News and Special Events.*
Rex Maupin, *Director of Music, WBKB and ABC Central Division.*
Manuel Fingerhut, *Comptroller.*

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John Pival, *Vice President for Tv.*
Harold Christian, *Vice President in Charge of Merchandising and Research.*
Joseph C. Cassel, *Controller.*
Ralph Dawson, *Tv Sales Manager.*
John Lee, *Studio Manager.*
Peter Strand, *Executive Producer.*
Elizabeth Ashton, *Traffic Manager.*
Charles Kocher, *Chief Engineer*
Page Heldenbrand, *Promotion Manager.*
Hal Gordon, *Musical Director.*

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Dorothy L. Brown, *Continuity Acceptance*

Editor, Western Division.
Theodore Grenier, *Chief Engineer, Western Division.*
Ralph G. Denechaud, *Ass't to Chief Engineer, Western Division.*
Ernest E. Stern, *Director of Promotion and Publicity, Tv Network, Western Division.*
Courtney McLeod, *Director of Network Traffic, Station Clearance and Tv Sales Service.*
Norma T. Olsen, *Director of Tv Program Operations.*
John C. Wagner, *Controller, Western Division.*
Selig J. Seligman, *General Manager, KABC-TV.*
Louis F. Sanman, *Tv Network Production Coordinator.*
Elton H. Rule, *Sales Manager, KABC-TV.*
J. Clifford Anderson, *Director of Labor Relations.*
Jack F. Brembeck, *Promotion Manager.*
Sanford C. Cummings, *ABC Coordinator, Disney-Tv.*
Florence T. Schiro, *Personnel Director.*
J. English Smith, *Director of National Tv Network Programming, Western Division.*
Thomas M. Lufkin, *Program Manager of National Tv Network, Western Division.*
Elizabeth P. Hartlane, *Guest Relations Supervisor.*
Howard H. Lipstone, *Film Director.*
Richard Loeb, *Manager of Production Services, KABC-TV.*
Allan E. Maynard, *Purchasing Agent and Building Maintenance Supervisor.*
Robert P. Myers, *Pacific Coast Counsel, ABC.*
Frank G. Ralston, *Network Film Director, ABC-TV.*
Peter G. Robinson, *Program Director, KABC-TV.*
Daniel P. O'Reilly, *News Director.*
Norman H. Sloane, *Sales Service Manager and Office Manager, KABC-TV.*

WABC-TV—7 West 66th St., New York 23, N. Y.:

Robert L. Stone, *General Manager.*
George Rice, *Program Manager.*
Barbara Case, *National Spot Sales Manager.*
G. Edward Hamilton, *Chief Engineer.*
Takashi Kako, *Film Director.*
Joseph Stamler, *Sales Manager.*
Gordon Kunz, *Production Manager.*
Donald Pels, *Business Manager.*
Stephen Strassberg, *Press Information Director.*

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John H. Mitchell, *Vice President in Charge of San Francisco Office.*
Vincent Francis, *Western Division Sales Manager, Tv Network.*
Russ Baker, *Program Manager.*
John Barkhurst, *Director of Station and Program Exploitation.*
Lorraine Pedersen, *Continuity Acceptance Editor.*
Harry Jacobs, *Chief Engineer and Building Maintenance Manager.*
Richard T. Parks, *Ass't Chief Engineer.*
Edith Kirby, *Traffic Manager.*
Robert Mitchell, *Film Editor.*
Victor Reed, *Manager of News and Special Events and Manager of Advertising, Promotion and Publicity Department.*
Mary Jean Wolf, *Sales Service Manager.*
David Sacks, *Sales Manager, KGO, KGO-TV.*
Allan W. Gilman, *Ass't Sales Manager, KGO-TV.*
Henry Saroyan, *Controller and Purchasing Agent.*
Edward Smith, *Production Manager.*

NOTE: The above San Francisco personnel handles both radio and television except where noted.

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1771 N Street, Northwest, Washington 6, D. C. Telephone: Decatur 2-9300

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Barney Ogle, *Field Representative.*

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Charles Cady, *Ass't Director.*

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Kenneth L. Carter, WAAM Baltimore, Md.; 1957.
William Fay, WROC-TV Rochester, N. Y.; 1957.
Ward L. Quaal, WGN-TV Chicago, Ill.; 1957.
Joseph E. Baudino, Westinghouse Broadcasting Co., Inc. Washington, D. C.; 1958.
W. D. Rogers, KDUB-TV Lubbock, Tex.; 1958.
John E. Fetzer, WKZO-TV Kalamazoo, Mich.; 1958.
Payson Hall, Meredith Publishing Co., Radio and Television Division, Des Moines, Iowa; 1958.
Howard Lane, KOIN-TV Portland, Ore.; 1958.
Harold P. See, KRON-TV San Francisco, Calif.; 1958.
James D. Russell, KKTV Colorado Springs, Colo.; 1958.

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Oliver Treyz, ABC-TV, New York, N. Y.; 1957.
Merle S. Jones, CBS-TV, New York, N. Y.; 1957.
Frank M. Russell, NBC-TV, Washington, D. C.; 1957.

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William B. Quarton, *Vice Chairman,* WMT-TV Cedar Rapids, Iowa.
Mrs. Hugh McClung, KHSL-TV Chico, Calif.
Richard A. Borel, WBNS-TV Columbus, Ohio.
Roger W. Clipp, WFIL-TV Philadelphia, Pa.

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A. H. Blank
John A. Coleman
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E. Chester Gersten
Leonard H. Goldenson
Robert H. Hinckley
Robert L. Huffines Jr.
William T. Kilborn
Sidney M. Markley
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Robert H. O'Brien
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programs for

"'Requiem For A Heavyweight' by Rod Serling presented last night on 'Playhouse 90' was a play of overwhelming force and tenderness... an artistic triumph."
— The New York Times

"A dramatic knockout."
— New York Daily News

"A masterful contribution to TV Drama." — Broadcasting-Telecasting

"'Playhouse 90' in its opening month produced four plays of distinct merit and wide-prowling freshness."
— Newsweek

profit

As television ended its first decade two programs eloquently testified to its boundless vitality: the regularly scheduled weekly dramatic series *Playhouse 90* and the hour-and-a-half one-time special broadcast, "*The Secret Life of Danny Kaye.*"

Each presented a great actor in a stunning performance, won vast audiences and unstinted praise as a major television contribution, took infinite pains to produce. One yielded its producers tangible financial reward; the other nothing but critical acclaim.

It would be difficult to say which was more profitable to television.

In these two programs the medium again brilliantly demonstrated its unique capacity to respond to the varied needs, interests and aspirations of the American people. Broadcast on CBS Television, they were produced with the enthusiasm and imagination that characterize the entire program schedule of the network.

This kind of programming for profit helps explain why Americans spent more time watching television during 1956 than during any previous year, and why they spent as much time watching CBS Television as the other two networks combined.

CBS TELEVISION

"Moving, heartwarming and funny . . . Kaye, Murrow and Friendly did their work for nothing: the money that would have gone to them went to UNICEF." – New York Post

". . . Not only grand television . . . but . . . great statesmanship." – Variety

"In months to come it will probably win all the awards, scrolls and citations there are. It will deserve every last one of them." – New York World-Telegram and Sun

CBS Television—A Division of CBS, Inc.

485 Madison Ave., New York 22, N. Y. Telephone: Plaza 1-2345. Production Center, 524 W. 57 St., New York 19, N. Y. Judson 6-6000. Registered Telegraphic Address: CBSINC NEW YORK.

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Hubbell Robinson Jr., *Executive Vice President in Charge of Network Programs.*
Harry G. Ommerle, *Vice President in Charge of Network Programs, New York.*
Alfred J. Scalpone, *Vice President in Charge of Network Programs, Hollywood.*
H. Leslie Atlass, *Vice President in Charge of Central Division.*
Oscar Katz, *Vice President in Charge of Daytime Programs.*
Edward Saxe, *Vice President in Charge of Operations.*
W. Spencer Harrison, *Vice President in Charge of Legal and Business Affairs.*
Herbert V. Akerberg, *Vice President in Charge of Station Relations.*
William B. Lodge, *Vice President in Charge of Engineering.*
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Alfred J. Scalpone, *Vice President in Charge of Network Programs, Hollywood.*
Oscar Katz, *Vice President in Charge of Daytime Programs.*
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Marlo Lewis, *Executive Producer, Music and Variety Programs.*
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Milo Frank, *Director of Casting and New Talent, Hollywood.*
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Ray Crosset, *Executive Editor.*
Ed Roberts, *Eastern Story Editor.*
Don Moore, *Manager, Story and Script Department.*
John Hundley, *Manager, Program Service.*
Nat Perrin, *Executive Producer, Hollywood.*
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Thomas H. Dawson, *General Manager of Network Sales.*
George E. Klayer, *Eastern Sales Manager.*
Sam K. Maxwell, *Midwestern Sales Manager.*
Charles R. Sterritt, *Detroit Sales Manager.*
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T. D. Connolly, *Program Sales Manager.*
Edward F. Lethen Jr., *Director of Network Sales Development.*
Frank Smith, *Assistant Director of Network Sales Development.*
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Henry Grossman, *Director of Operations.*
R. G. Thompson, *Director of Technical Operations.*
H. C. Meier, *Manager of Network Operations.*
Walter R. Pierson, *Manager of Production Operations.*
Albert J. Raymond, *Manager of Theatre and Stage Operations.*
Anthony Boschetti, *Manager of Procurement.*
Paul Wittlig, *Manager of New Effects Development.*
Orville Sather, *Manager of Technical Operations.*
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Georg Olden, *Director of Graphic Arts Division.*
George Lehman, *Manager of Scenery Construction.*
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Clement Stigdon, *Ass't Manager of Film Productions.*
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Lee Hon, *Ass't Manager.*

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Edward P. Shurick, *National Director of Station Relations.*
Robert Wood, *Assistant Director of Station Relations.*
Bert Lown, *Western Manager of Station Relations—Washington, Oregon, California, Nevada, Arizona, New Mexico, Utah, Idaho, Wyoming, Montana.*
Ed Scovill, *Midwest Manager of Station Relations—North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas, Missouri, Oklahoma, Texas, Louisiana, Arkansas, Tennessee, Kentucky, Illinois, Indiana, Ohio, Wisconsin, Michigan.*
David R. Williams, *Eastern Manager of Station Relations—Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, Pennsylvania, Maryland, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Delaware, New Jersey.*

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Larry Lowenstein, *Director of Press Information, New York.*
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Rose Marie O'Reilly, *Manager of Ratings.*
Tore Hallonquist, *Manager of Program Analysis.*

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A. B. Chamberlain, *Chief Engineer.*
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Wilbur S. Edwards, *General Sales Manager.*
Fred Mahlstedt, *Director of Operations.*
Eugene Moss, *Sales Promotion Manager.*
Walter Scanlon, *Merchandising Manager.*
Anthony C. Bartley, *London Representative.*

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John P. Cowden, *Operations Director.*
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Alex Kennedy, *Director of Program Promotion.*
George Bristol, *Director of Sales Presentations.*
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Leo Lefcourt, *Assistant Director of Business Affairs, Hollywood.*
Henry Howard, *Director of Music Operations.*

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William Howard Tankersley, *Manager of Editing, Hollywood.*

Accounting:

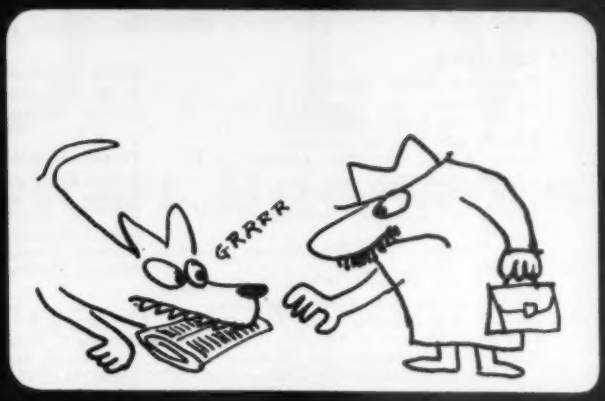
William J. Flynn, *Controller.*
Norman C. Hadley, *Director, Accounting Operations.*

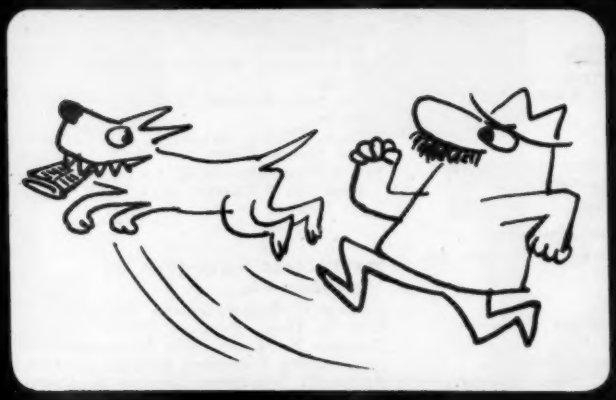
Television Enterprises:

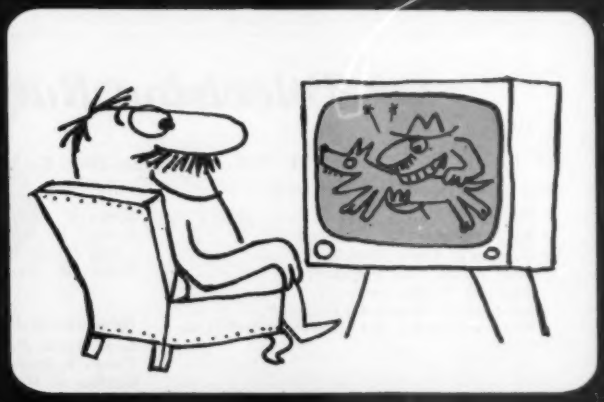
Sydney Rubin, *Director.*

(*Continued on page 32*)

In newsy San Diego it's all on Channel 8!







Of the top 50 shows in the San Diego market, 8 are KFMB-TV produced news programs . . .

Channel 8 news programs are the highest rated multi-weekly programs . . . the highest rated news programs . . . and highest rated programs in their time segment.

In San Diego to watch the news . . . means to watch KFMB-TV—Channel 8.

** Nielsen, Dec. 1956*

KFMB 8 TV

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by Edward Petry & Co., Inc.

SAN DIEGO

America's more market

CBS-TV (Continued from page 30)

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Irving Gitlin, *Director of Public Affairs.*
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Howard Kany, *Manager of Newsfilm.*
Jack Bush, *Manager of Newsfilm Production.*
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Robert Patt, *Promotion Manager.*
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Robert Fuller, *Publicity Director.*

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Eugene McClure, *Traffic Manager.*
Les Weinrott, *Executive Producer.*
Howard Mendelssohn, *Publicity Director.*
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George Moskovics, *Executive Assistant.*
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Donald M. Hine, *Program Manager.*
Dean Linger, *Director of Sales Promotion and Publicity.*
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Frank Seitz, *Engineer in Charge of Transmitter.*
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Sam Zellman, *Director of KNXT News and West Coast Manager of CBS-TV News.*
Larry Lazarus, *Business Manager.*

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Kenneth L. Carter, WAAM Baltimore, Md.
Roger W. Clipp, WFIL-TV Philadelphia, Pa.
Oliver Treyz, ABC Television, New York, N. Y.
Thomas B. McFadden, NBC Television, New York, N. Y.
Gordon Gray, WOR-TV New York, N. Y.
Craig Lawrence, CBS Television, New York, N. Y.
Robert Lemon, WTTV Bloomington, Ind.
Richard A. Moore, KTTV Los Angeles, Calif.
H. Preston Peters, Peters, Griffin, Woodward, Inc., New York, N. Y.
Lawrence H. Rogers II, WSAZ-TV Huntington, W. Va.
W. D. Rogers Jr., KDUB-TV Lubbock, Tex.
Henry W. Slavick, WMCT Memphis, Tenn.
George B. Storer Jr., Storer Broadcasting Co., Miami Beach, Fla.
Robert R. Tincher, KVTV Sioux City, Iowa.

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Halsey V. Barrett, *Director of National Sales.*
Gordon A. Hellman, *Director of Sales Promotion.*
Sid Mesibov, *Director of Public Relations.*
Dr. Leon Arons, *Director of Research.*
Harvey Spiegel, *Assistant to the Director of Research.*
Howard Abrahams, *Director of Retail Sales.*
George Huntington, *Director of Sales Development*

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Paul Adanti, WHEN-TV Syracuse, N. Y.
Roger W. Clipp, WFIL-TV Philadelphia, Pa.
Gordon Gray, WOR-TV New York, N. Y.
E. K. Jett, WMAR-TV Baltimore, Md.
William H. Rines, WCSH-TV Portland, Me.

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Charles H. Crutchfield, WBTV Charlotte, N. C.
Henry P. Johnston, WABT Birmingham, Ala.
Gaines Kelley, WFMY-TV Greensboro, N. C.
A. Louis Read, WDSU-TV New Orleans, La.

Midwest:

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Robert Lemon, WTTV Bloomington, Ind.
Bernard Barth, WNDU-TV South Bend, Ind.

Northwest:

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Frank Fogarty, WOW-TV Omaha, Neb.
G. Bennett Larson, KTVT Salt Lake City, Utah.
Robert R. Tincher, KVTV Sioux City, Ia.

Southwest:

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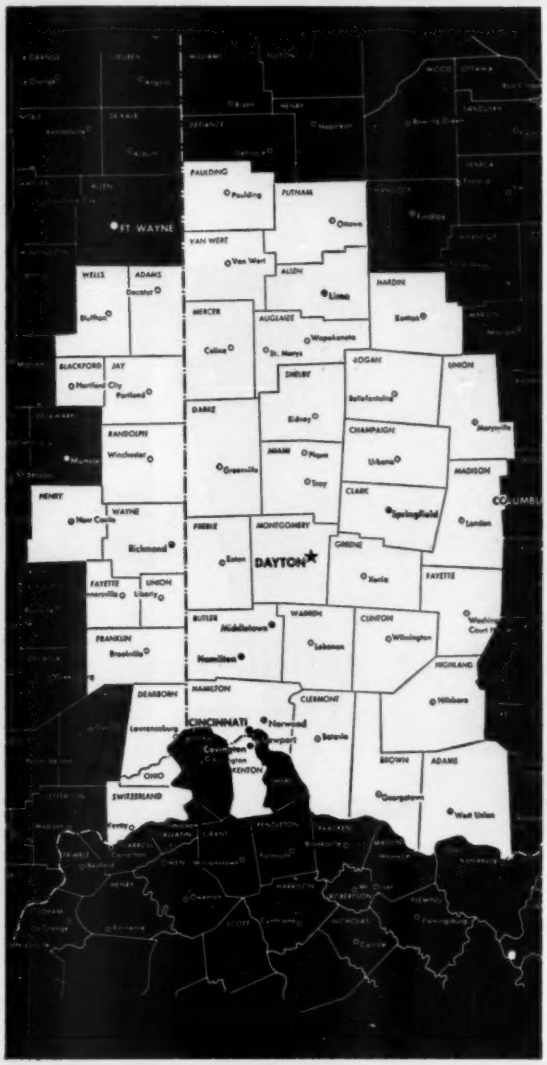
Ralph Nimmons, WFAA-TV Dallas, Tex.
Richard B. Rawls, KPHO-TV Phoenix, Ariz.
Colin M. Selph, KEYT Santa Barbara, Calif.
William Grant, KOA-TV Denver, Colo.

WHIO-TV

Fair Game For Smart Sponsors



1 FOR THE MONEY

Three States, 41 Counties, 747, 640 TV Homes! That's what NCS Market Coverage reports for WHIO-TV, the No. 1 station in this great market. High tower (1104 ft.) and maximum power give it proven superiority.

2 FOR THE SHOW

WHIO-TV programs keep dials tuned our way. Pulse consistently rates us with 13, 14 and *even* 15 of the top 15 weekly shows.

3 TO GET READY

Stock your dealers before you sing out in this market! Sales Management calls area retail sales at $3,361,973,000.

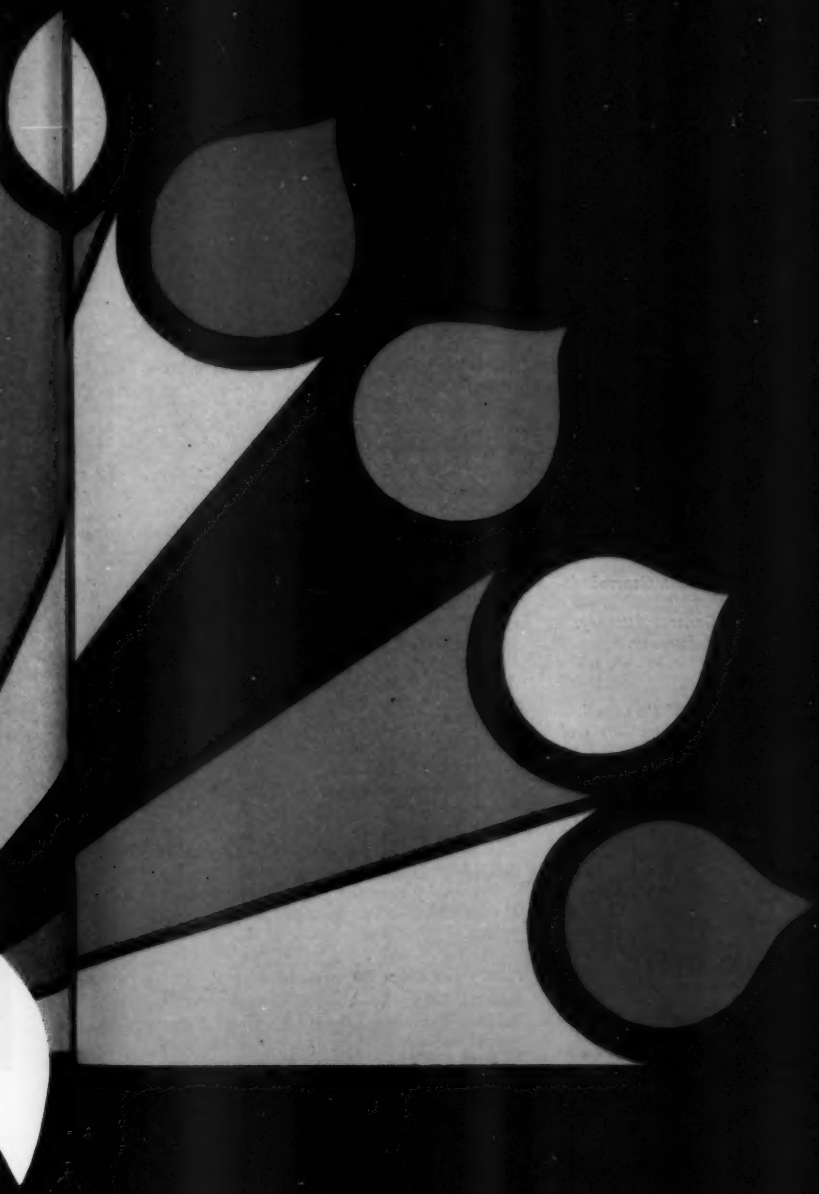
4 TO GO

How? Easy! Call our National Rep—Gamester George P. Hollingbery!

CHANNEL **7** DAYTON, OHIO

whio-tv
CBS

One of America's great area stations



more and more

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COLOR

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week on

NBC

television

a service of RCA

National Broadcasting Company, Inc.

30 Rockefeller Plaza, New York 20, N. Y. Telephone: Circle 7-8300. Registered Telegraphic Address: NATBROCAST New York.

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George L. Harrison.
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William E. Robinson.
David Sarnoff.
Robert W. Sarnoff.
Walter Bedell Smith.
John K. West.

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Mort Werner, *Vice President.*
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Aaron Rubin, *Assistant Controller.*
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Helen Davis, *Manager, General Office Services.*
Dick T. Hollands, *Manager, Operating Budgets and Financial Evaluation.*
Charles J. Ochsenreiter, *Manager, Audits and Systems.*

Richard J. Raburn Jr., *Chief Accountant.*

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George K. Graham, *Liaison Engineer.*
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Albert Humbert, *Manager, Building Maintenance.*
Edward M. Lowell, *Manager, Administration.*
Robert F. McCaw, *Director, Facilities Administration.*
George M. Nixon, *Director, Engineering Development.*
Chester A. Rackey, *Director, Audio-Video Engineering.*

Legal Department:

Thomas E. Ervin, *Vice President & General Attorney.*
Joseph A. McDonald, *Assistant General Attorney.*
John V. Shute, *Assistant General Attorney.*
Benjamin D. Raub, *Senior Attorney.*

Personnel Department:

B. Lowell Jacobson, *Director of Personnel.*
Charles Boylan, *Manager, Publications and Communications.*
David Broadfoot, *Manager, Salary Administration and Records.*
Richard Connell, *Manager, Employee Benefits and Services.*
William H. Craig, *Manager, Employment.*
George H. Fuchs, *Manager, Labor Relations.*
Dr. Bernard Handler, *Company Physician.*
Eugene J. Hayman, *Labor Relations Administrator.*
H. O. Lumb, *Manager, Personnel.*
Harvey Stackman, *Manager, Organization Development.*
Edwin Stolzenberger, *Labor Relations Administrator.*
Drew Van Dam, *Manager, Training & Procedures.*
Milton E. Williams, *Manager, Safety.*

Talent Department:

James E. Denning, *Director, Talent and Program Contract Administration.*
Gerald Adler, *Coordinator, Talent and Program Contract Operations.*
Martin J. Begley, *Casting Director.*
Thomas H. Belviso, *Manager, Music and Literary Rights.*
John E. Ghilain, *Coordinator, Talent and Program Contract Administration.*
Ralph Mann, *Coordinator, Talent and Program Contract Operations.*
James P. McCann, *Coordinator, Talent and Program Contract Operations.*
Charles J. Moos, *Manager, Talent and Program Contract Operations.*

Treasurer's Department:

H. Earl Rettig, *Vice President and Treasurer.*
Harry F. McKeon, *Director, Tax Office.*
Randall R. McMillin, *Director, Purchasing and Materials.*
Albert E. Walker, *Manager, Transportation.*
William A. Williams, *Assistant Treasurer.*

Corporate Relations:

David Adams, *Executive Vice President, Corporate Relations.*

Planning Department:

Hugh M. Beville, *Vice President, Planning.*
Dr. Thomas E. Coffin, *Manager, Research.*
Allen R. Cooper, *Manager, Markets and Media.*
James Cornell, *Manager, Audience Measurement.*
Barry Rumple, *Manager, Plans.*

Station Relations Division:

Harry Bannister, *Vice President for Station Relations.*
Donald J. Mercer, *Director of Station Relations.*

Operations:

Charles R. Denny, *Executive Vice President, Operations.*

International Operations:

Alfred Stern, *Director, International Operations.*
Romney Wheeler, *Director, European Operations.*

NBC Owned Stations and NBC Spot Sales Division:

Thomas B. McFadden, *Vice President, NBC Owned Stations and NBC Spot Sales.*
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Thomas S. O'Brien, *Director, Business Affairs.*

NBC Spot Sales Department:

John H. Reber, *Director, NBC Spot Sales.*
William Buschgen, *Division Manager, Radio Spot Sales.*
Richard H. Close, *Director, Represented Stations.*
Walter B. Davison, *Manager, Western Television Spot Sales.*
George Dietrich, *Director, Radio Spot Sales.*
Morton Gaffin, *Director, New Business and Promotion.*
Edwin T. Jameson, *Director, Television Spot Sales.*
Anthony C. Krayer, *Business Manager.*
Frederick Lyons, *Manager, Central Radio Spot Sales.*
Edward H. Macaulay, *Manager, Western Radio Spot Sales.*

John W. Mulholland, *Division Sales Manager, Television Spot Sales.*
John J. Ryan, *Manager, Eastern Television Spot Sales.*
Loren C. Surles Jr., *Manager, Eastern Radio Spot Sales.*
John C. Treacy, *Division Sales Manager, Television Spot Sales.*

Production Department:
Anthony M. Hennig, *Director, Television Production.*
Norman H. Grant, *Associate Director, Television Production.*

Facilities Operations:
Charles H. Colledge, *Vice President, Facilities Operations.*
Nicholas C. Gilles, *Manager, Business Affairs.*
Sherman Hildreth, *Director, Station Operations.*
Gerald M. Sellar, *Director, Radio Network Operations.*

Technical Operations:
George McElrath, *Manager, Technical Operations.*
Reid R. Davis, *Manager, Television Technical Operations.*
William R. Ahern, *Administrator, Television Technical Operations.*
Paul J. Gallant, *Manager, Technical Operations, International Stations.*
Arthur A. Garbade, *Business Manager, Technical Operations.*
Howard C. Gronberg, *Supervisor, Tv Master Control & Transmission.*
Frederick G. Knopfke, *Manager, Sound Effects.*
Thomas H. Phelan, *Manager, Technical Operations, Plant and Maintenance.*
Albert W. Protzman, *Supervisor, Tv Studio Technical Operations.*
John B. Rogers, *Manager, Television Studio-Field Technical Operations.*
Fernando R. Rojas, *Manager, Tv Technical Scheduling.*
John Schaller, *Supervisor, Training.*
Courtney A. Snell, *Supervisor, Tv Field Technical Operations.*
Charles L. Townsend, *Manager of Film-Kine Technical Operations.*
Edwin Wilbur, *Supervisor, Network Technical Operations.*

Production Operations:
Ernest W. Theiss, *Manager, Production Operations.*
Stanley Parlan, *Manager, Broadcast Film.*
Edward A. Whitney, *Manager, Broadcast Operations.*

Plant Operations:
James A. Glenn, *Manager, Plant Operations.*
Humbert Rodomista, *Supervisor, Studio and Theatre Operations.*
Thomas Tart, *Business Manager, Plant Operations.*

Studio and Plant Planning:
Sol Cornberg, *Director, Studio and Plant Planning.*

Design, Art and Scenic Production:
Walter Giebelhaus, *Manager, Design, Art and Scenic Production.*
Peter Bonardi, *Supervisor, Scenic Shops.*
John L. Kelly, *Manager, Production Services.*
Daniel H. Levitt, *Business Manager, Design, Art and Scenic Production.*
Robert MacKichan, *Manager, Design and Art.*
Cliff Stiegelbauer, *Chief Estimator.*

Integrated Services Department:
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Edwin L. Dunham, *Manager, Music Library & Services.*
Willard Frech, *Chief Accountant.*
Mildred Joy, *Chief Librarian.*
J. Robert Myers, *Manager, Traffic.*

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633 Fifth Ave., New York 22, N.Y.:

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Thomas W. Sarnoff.
Carl M. Stanton.

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Alfred R. Stern, *Vice President.*
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Joseph L. Kubin, *Assistant Treasurer.*

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Norman Ginsburg, *Manager, Advertising and Promotion.*
Frederick A. Jacobi, *Manager, Publicity.*
Harold W. Shepard, *Director, Business Development.*

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Daniel Curtis, *Manager, Eastern Sales.*
H. Weller Keever, *Director, Sales.*
Edward Montanus, *Manager, Central Sales.*
Clifford Ogden, *Manager, Western Sales.*

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Arthur Bruckman, *Manager, Film and Kinescope Operations, Hollywood.*
Frank Lepore, *Manager, Film and Kinescope Operations and Services.*
Theodore Markovic, *Manager, Film Exchange Services.*

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William Fenton Coe, *Manager, Film Production.*
Milton Trager, *Business Manager, Film Production.*

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Continuity Acceptance:
Stockton Helffrich, *Director, Continuity Acceptance.*
Carl Watson, *Manager, Continuity Acceptance.*

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Richard A. R. Pinkham, *Vice President, Advertising.*
Charles A. Henderson, *Manager, Field Representatives.*
Alexander S. Rylander, *Director, Exploitation.*
Peter M. Tintle, *Manager, Guest Relations.*

National Advertising and Promotion:
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J. Donald Foley, *Manager, National Sales Promotion.*
John Graham, *Art Director.*
Edwin Vane, *Manager, National Audience Promotion.*

Press and Publicity:
Sydney H. Eiges, *Vice President, Press and Publicity.*
William E. Anderson, *Manager, Business & Trade Publicity.*
Milton Brown, *Manager, Program Publicity.*
Robert R. Brown, *Manager, Institutional Publicity.*
Kathryn Cole, *Manager, Information.*
Sidney Desfor, *Manager, Photo Unit.*
Mike Horton, *Director, Information.*
William Burke Miller, *Night Executive Officer.*
Ellis Moore, *Director, Press Department.*
Cornelius K. Sullivan, *Public Relations Representative.*

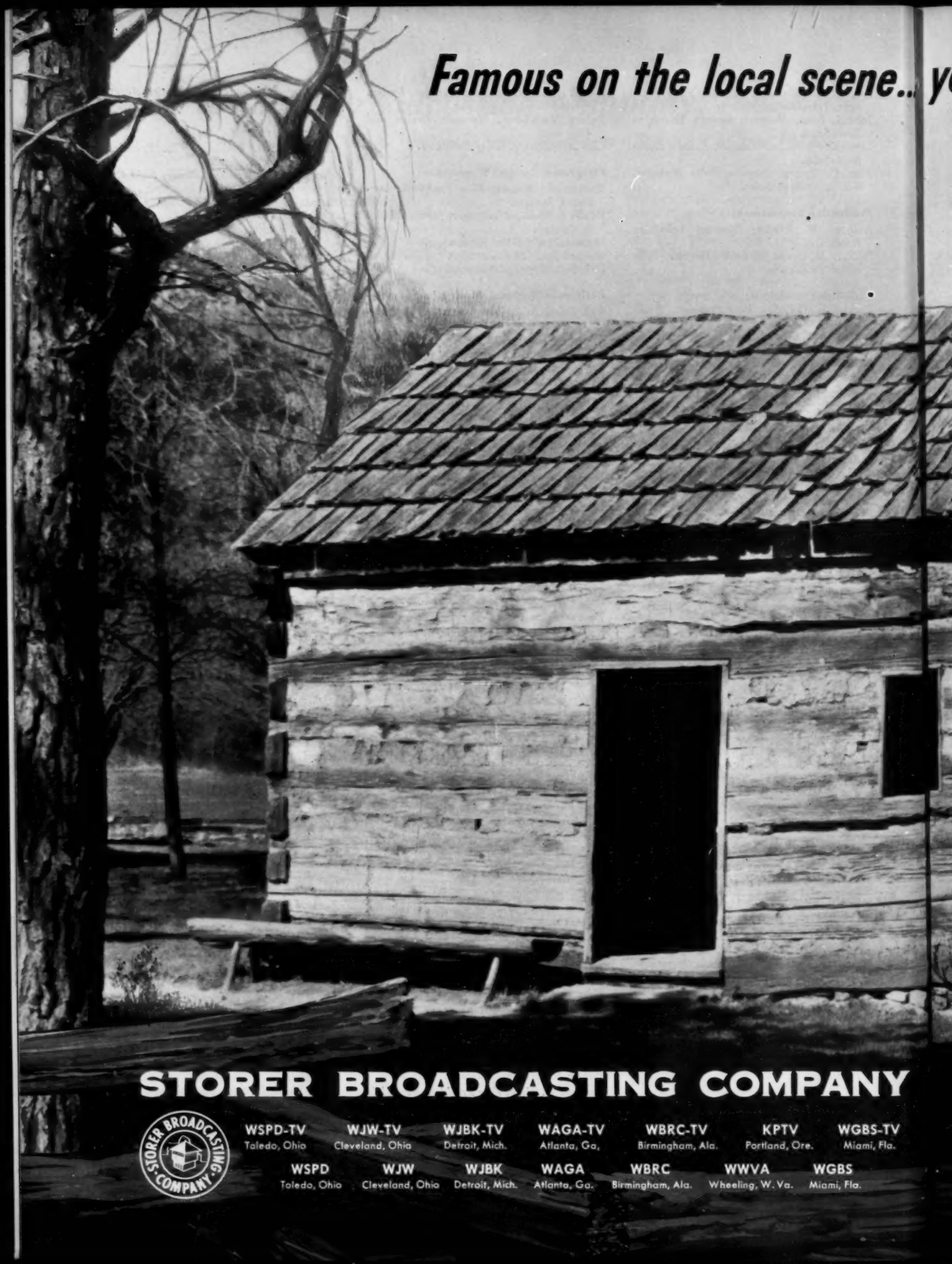
Television Network Programs and Sales:
Thomas A. McAvity, *Executive Vice President, Television Network Programs and Sales.*
William V. Sargent, *Director, Administration, Television Network.*

Television Network Business Affairs:
Carl M. Stanton, *Vice President, Television Network Programs and Sales, Business Affairs.*
John J. Heywood, *Director, Business Affairs.*
Edward J. Stegeman, *Associate Director, Business Affairs.*
Joseph M. Milroy, *Manager, Program Services.*
Francis X. O'Shea, *Manager, Business Administration.*

Public Affairs:
Davidson Taylor, *Vice President, Public Affairs.*
Benjamin K. Park, *Director, Public Affairs.*
Thomas S. Gallery, *Manager, Sports.*
Donald B. Hyatt, *Production Supervisor, Special Film Unit.*
John W. Kiermaier, *Director, Administration.*
William McAndrew, *Director, NBC News.*
James H. Nelson, *Manager, Programs, Special Film Unit.*
Arch Robb, *Manager, Special Events.*
Edward Stanley, *Manager, Public Service Programs.*
Leslie C. Vaughan, *Business Manager, Public Affairs.*
Barry Wood, *Director, Special Events.*

Television Network Programs:
Emanuel Sacks, *Vice President, Television Network Programs.*

(*Continued on page 40*)


Famous on the local scene... y
STORER BROADCASTING COMPANY
STORER BROADCASTING COMPANY
WSPD-TV Toledo, Ohio
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WAGA-TV Atlanta, Ga.
WBRC-TV Birmingham, Ala.
KPTV Portland, Ore.
WGBS-TV Miami, Fla.
WSPD Toledo, Ohio
WJW Cleveland, Ohio
WJBK Detroit, Mich.
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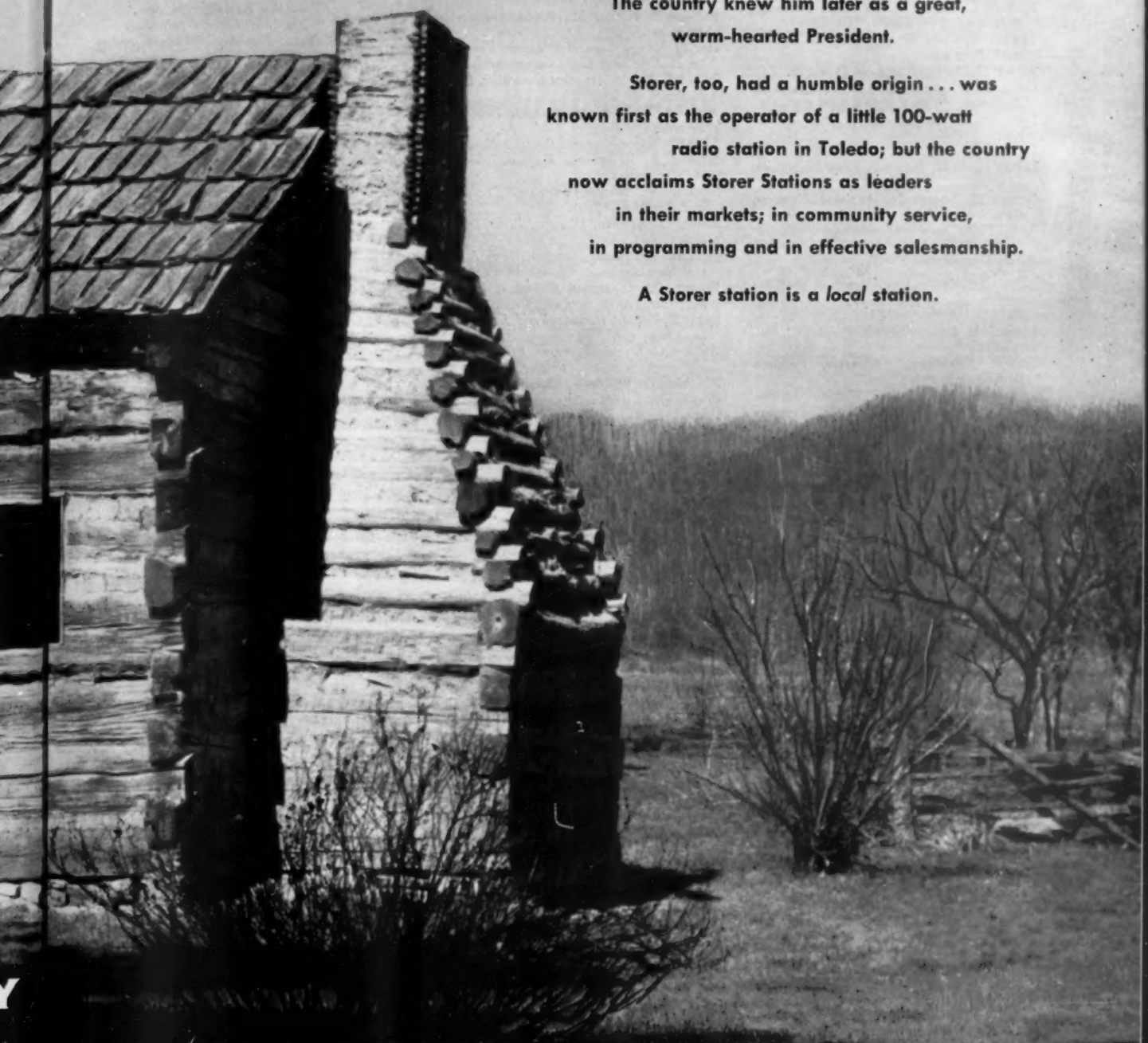
e... yet known throughout the nation.



The folks at Knobs Creek, Ky., first knew Lincoln as a boy who lived in this cabin. The country knew him later as a great, warm-hearted President.

Storer, too, had a humble origin . . . was known first as the operator of a little 100-watt radio station in Toledo; but the country now acclaims Storer Stations as leaders in their markets; in community service, in programming and in effective salesmanship.

A Storer station is a *local* station.

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NBC-TV (Continued from page 37)

National Programs:

Mort Werner, *Vice President, National Programs.*
Giraud Chester, *General Program Executive.*
John P. Cleary, *General Program Executive.*
Alvin Cooperman, *Program Supervisor.*
Samuel Fuller, *Director, Special Projects.*
Richard B. Jackson, *Manager, Participating Programs.*
Richard L. Linkroum, *Executive Producer, Participating Programs.*
Thomas O. Loeb, *Manager, Television Network Programs.*
Albert McCleery, *Executive Producer.*
George McGarrett, *General Programming Executive.*
John McPherrin, *General Program Executive.*
E. Roger Muir, *Executive Producer.*
LeRoy Passman, *Manager, Program Administration.*
George M. Rogers Jr., *Business Manager, Participating Programs.*

Music Department:

Samuel Chotzinoff, *General Music Director.*

Program Development:

Leonard H. Hole, *Director, Program Development.*
Tadeusz Danielewski, *Manager, Program Development Production.*
Ross Donaldson, *Manager, Writing Services.*
Robert Garthwaite, *Coordinator, Program Development.*

Program Planning:

Nat Wolff, *Director, Program Planning.*
David W. Tebet, *General Program Executive.*

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Michael H. Dann, *Vice President, Television Program Sales.*
Walter D. Scott, *Vice President, Television Sales Director.*
Edward R. Hitz, *Vice President, Television Sales, Central Division.*
John H. Dodge, *Eastern Sales Manager.*
Stephen Flynn, *Manager, Television Sales Traffic Operations.*
Walter W. Gross, *Manager, Television Sales, Detroit.*
Eric Hazelhoff, *Director, Program Sales.*
David Hedley, *Manager, Television Sales Presentations.*
Murray Heilweil, *Manager, Merchandising.*
John B. Lanigan, *Manager, Daytime Sales.*
Lewis M. Marcy, *Director, Sales Development & Presentations.*
Robert McFadyen, *Manager, Sales and Merchandising Plans.*
Roy C. Porteous, *Manager, Participating Program Sales.*
Morris Rittenberg, *Manager, Television Sales Development.*
Hamilton Robinson, *Manager, Office Services.*
Ludwig Simmel, *Co-op Program Sales Manager.*
Peter J. Smith, *Manager, NBC Tele Sales.*
John T. Williams, *Manager, Television Sales, Western Division.*

Pacific Division—
Sunset Blvd. & Vine St.,
Hollywood 28, Calif.:

John K. West, *Vice President for the Pacific Division.*
Alan W. Livingston, *Vice President, Television Network Programs.*
Frank Cleaver, *General Program Executive.*
Gino A. Conte, *Manager, Unit Managers.*
Frank V. Dellett, *Assistant Treasurer, Pacific Division.*
Lewis S. Frost, *Manager, Radio Network Programs, Pacific Division.*
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Harold Kemp, *General Program Executive.*
John R. Kennedy, *Liaison Engineer.*
Joseph L. Kubin, *Assistant Controller, Pacific Division.*
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John W. Nelson, *General Program Executive.*
Edward A. Rosenberg, *Manager, Contract Administration.*
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Ralph F. Shawhan, *Director, Press & Publicity.*
John H. Thompson, *Manager, News & Special Events.*
Robert D. Thompson, *Manager, General Services.*
Oscar C. Turner, *Personnel and Labor Relations Manager.*
Richard C. Welsch, *Manager, Production.*

Washington Office—1625 K St., N.W.,
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WRCA, WRCA-FM, WRCA-TV—
30 Rockefeller Plaza,
New York 20, N. Y.:

William N. Davidson, *General Manager, WRCA, WRCA-FM and WRCA-TV.*
Frederick E. Acker, *Business Manager, WRCA, WRCA-TV.*
Peter Affe, *Manager, Studio and Film Operations.*
William A. Berns, *Manager, News and Special Events.*
Max Buck, *Director, Advertising, Promotion and Merchandising.*
George A. Heinemann, *Manager, WRCA-TV Programs.*
Jay Heitin, *Director, WRCA-TV Sales.*
Albert L. Odeal, *Manager, Film Purchases, WRCA-TV.*
John R. O'Keefe, *Director, Publicity.*
John H. Riedel, *Manager, Studio Technical Operations, WRCA-TV.*

WBUF-TV—2077 Elmwood Ave.,
Buffalo, N. Y.:

Charles C. Bevis Jr., *General Manager, WBUF-TV.*
William B. Decker, *Manager, Sales.*
Robert A. Fillmore, *Manager, Advertising and Promotion.*
Francis H. Harms, *Manager, Programs.*
Alfred E. Jackson, *Manager, Operations.*
William Lee Callaway, *Business Manager.*
Jack Begon, *Director, News, Special Events and Community Relations.*

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Chicago, Ill.:

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Henry T. Sjogren, *Assistant General Manager.*
John F. Whalley, *Director, Business Affairs and Financial Planning.*
Leonard Anderson, *Manager, Integrated Services.*
Chester M. Campbell Jr., *Manager, Press.*
John M. Keys, *Director, Advertising and Promotion.*
Howard C. Luttgens, *Manager, Technical Operations.*
Neil Murphy, *Station Business Manager.*
Rolland J. Reichert, *Manager, Operations.*
Edmund Souhami, *Manager, Personnel and Legal.*
Russell G. Stebbins, *Director, Sales.*
Harry D. Trigg, *Director, Programs.*

KRCA—Sunset Blvd. & Vine St.,
Hollywood 28, Calif.:

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George Greaves, *Staff Executive.*
Dean Craig, *Program Manager.*
James Damon, *Supervisor, Operations.*
John Knight, *Engineer-in-Charge.*
James Parks, *Manager, Sales.*
Robert Pelgram, *Manager, Press and Publicity.*
John M. Wehrheim, *Station Business Manager.*

WRCV, WRCV-TV—1619 Walnut St.,
Philadelphia, Pa.:

Lloyd E. Yoder, *Vice President and General Manager.*
Stanley Broza, *Director, Programs.*
George Mathews, *Business Manager.*
Curtis Peck, *Director, Operations.*
Theodore Walworth, *Director, Television Sales.*

KNBC, KNBC-FM—
Taylor & O'Farrell Sts.,
San Francisco 2, Calif.:

George W. Fuerst, *General Manager and Sales Manager.*
Joseph Baker, *Manager, Technical Operations.*
Bert A. Medar, *Business Manager.*
Jack R. Wagner, *Manager, Programs.*

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Washington, D. C.:

Carleton D. Smith, *Vice President and General Manager.*
William E. Coyle, *Director, Advertising, Promotion and Public Relations.*
Joseph Goodfellow, *Director, Sales.*
James Kovach, *Director, Programs.*
John Lavan, *Station Business Manager.*
Lefferts A. McClelland, *Director, Operations.*
John G. Rogers, *Engineer-in-Charge.*

Station Relations Representatives:

Robert Aaron:
WNEM-TV, KFYR-TV, WOC-TV, WHO-TV, WEAU-TV, WDAY-TV, KQTV, KHOL-TV, WKBT, WJIM-TV, WMTV, WMBV-TV, KROC-TV, KSTP-TV, KTIV, KELO-TV, WPNB-TV, WSAU-TV, WDSM-TV, KHAS-TV, KOTA-TV, KFVS-TV, KNOX-TV.

C. Allan Bengtson:
KRBC-TV, KALB-TV, KGNC-TV, KMBT, KFSA-TV, KPLC-TV, KARK-TV, KCBD-TV, KMID-TV, KNOE-TV, KTXL-TV, KCMC-TV, KLTV, KRGV-TV,

KFDX-TV, KRIS-TV, KRRR, KHAD-TV.

Joseph J. Berhalter:
WHAM-TV, All Canadian Stations.

Paul Hancock:
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William Kelley:
WALB-TV, WSB-TV, WJBF, WABT, WDAK-TV, WMSL-TV, WLBT, WJHP-TV, WMAZ-TV, WTOK-TV, WALA-TV, WSFA-TV, WDBO-TV, WJNO-TV, WFLA-TV, WSAV-TV, WCTV, WDAM-TV, WCBI-TV, WTWV, WCKT.

Ogden Knapp:
KTBC-TV, WBRZ-TV, WFAA-TV, WBAP-TV, KCKT-TV, KPRC-TV, WDAF-TV, WDSU-TV, WKY-TV, WOW-TV, KOAM-TV, WOAI-TV, KSLA, KYTV, KCEN-TV, KVOO-TV, KEDD, KVSO-TV.

Elmore B. Lyford:
WBZ-TV, KDKA-TV, WGAL-TV, WLEV-TV, WICU-TV, WFMJ-TV, WJAC-TV, WFBG-TV, KYW-TV, New York Contact for West Coast Stations.

Hamish McIntosh:
WTTV, WHIS-TV, WCIA, KOMU-TV, WFIE-TV, WKJG-TV, WFBM-TV, WATE-TV, WLEX-TV, WIMA-TV, WLBC-TV, WTAP-TV, WEEK-TV, WCEM-TV, WTVO, WNDU-TV, WICS, WTRF-TV, WHIZ-TV, WCYB, WRGP-TV, WTHI-TV, WFAM-TV, WSIL-TV, WTVP.

R. T. O'Connell:
WLW-T, WLW-C, WLW-D, WWJ-TV, WOOD-TV, WSAZ-TV, WAVE-TV, WMCT, WTMJ-TV, WSPD-TV.

Paul Rittenhouse:
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Federal Communications Commission

New Post Office Building, Washington 25, D. C. Telephone: Executive 3-3620

Commissioners:

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Legal Ass't: Charles M. Gowdy; *Engineering Ass't*: Christian E. Rogers; *Administrative Ass't, Congressional Liaison and Security Officer*: Robert D. L'Hereux; *Confidential Ass't*: Florence I. Porter; *Secretaries*: Pearl Mohnkern, Frances E. Armstrong; *Staff Ass'ts*: Frances Armstrong, Irene Cline.

Rosel H. Hyde (Rep. 1946-1959).
Legal Ass't: Dee W. Pinock; *Administrative Ass't*: Vera F. Nordness; *Secretaries*: Jane T. Hungerford, Iona Wickham.

Robert T. Bartley (Dem. 1952-1958).
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Legal Ass't: David C. Williams; *Engineering Ass't*: Wm. B. Campbell; *Defense Coordinator*: Harland R. Morris; *Confidential Ass't*: K. Lois Welch; *Secretaries*: Josephine Curren, Phyllis Hancock.

Richard A. Mack (Dem. 1955-1962).
Legal Ass't: H. Earl Barber; *Engineering Ass't*: John E. Doane; *Confidential Ass't*: Frances K. Kreeger; *Secretaries*: Lillian A. Watson, Frankie L. Fox.

T. A. M. Craven (Dem. 1956-1963).
Legal Ass't: Robert M. Koteen; *Confidential Ass'ts*: Margaret S. Preton, Ruth Koppialky; *Secretaries*: Elizabeth Lindsley, Elizabeth N. Harris.

Broadcast Bureau:

Edward F. Kenehan, *Chief;* James E. Barr, *Ass't Chief;* John C. Harrington, *Sr. Attorney;* Lavelle W. Hughes, Estelle J. Bunn, *Administrative Ass'ts.*

Broadcast Facilities Division:

Walther W. Guenther, *Chief;* Robert F. Braden, *Accountant.*

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Aural New & Changed Facilities Branch—Wallace E. Johnson, *Chief;* E. Theodore Mallyck, Phillip S. Cross, Arthur Schissel, James E. Faust, *Attorneys;* Edward H. Hackman, Ralph H. Garrett, Harold D. Russell, Cedric G. Morris, Earl G. Coston, Frank Toth, Harry A. Mills, John P. McCullin, *Engineers.*

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(*Continued on page 42*)

FCC (Continued from page 41)

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Engineering Division—Floyd W. Wickenkamp, *Chief;* Alfred K. Robinson, *Ass't Chief and Chief of Technical Operations Branch;* Noble C. Shumway, Jr., *Chief, Antenna Survey Branch.*

Monitoring Division—Irving L. Weston, *Chief.*

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District 2: Federal Building, New York City; Watkins 4-1000; Emery H. Lee, *Engineer-in-Charge.*

District 3: U. S. Customhouse, Philadelphia, Pa.; Market 7-6000; Roger E. Phelps, *Engineer-in-Charge.*

District 4: McCawley Building, Baltimore, Md.; Plaza 2-8460; Hyman A. Cohen, *Engineer-in-Charge.*

District 5: Federal Building, Norfolk, Va.; Madison 2-4963; Edward Bennett, *Engineer-in-Charge.*

District 20: U. S. Post Office, Buffalo, N. Y.; Washington 1744; Paul A. Holloway, *Engineer-in-Charge.*

District 24: 415 22nd Street, N.W., Washington, D. C.; Executive 3-3620; x229, x230, Alfred H. Kleist, *Engineer-in-Charge.*

District 6: Atlanta National Building, Atlanta, Ga.; Walnut 4121; W. D. Johnson, *Engineer-in-Charge.*
Suboffice, Post Office Building, Savannah, Ga.; Savannah 2-7602; [Vacancy], *Radio Engineer.*

District 7: Federal Building, Miami, Fla.; Miami 9-3900; Arthur S. Fish, *Engineer-in-Charge.*
Marine Office, Post Office Building, Tampa, Fla.; Tampa 2-1773; Alfred L. Ritter, *Marine Supervisor.*

District 8: Federal Office Bldg., New Orleans, La.; Express 2411; Walter M. Hammond, *Engineer-in-Charge.*
Suboffice, U. S. Courthouse and Customhouse, Mobile, Ala.; Mobile 2-3641; George E. Franklin, *Radio Engineer.*

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Suboffice, Post Office Building, Beaumont, Texas; Beaumont 2-8141; Eric D. Coburn, *Radio Engineer.*

District 10: U. S. Terminal Annex Building, Dallas, Texas; Sterling 5611; Gerald M. Howard, *Engineer-in-Charge.*

District 22: Federal Building, San Juan, Puerto Rico; San Juan 2-4562; Arthur T. Cline, Jr., *Engineer-in-Charge.*

District 11: Post Office and Courthouse Building, Los Angeles, Calif.; Madison 5-7411; Bernard H. Linden, *Engineer-in-Charge.*
Suboffice, U. S. Customhouse and Courthouse Building, San Diego, Calif.; Belmont 4-6211; Vergne L. Hoke, *Radio Engineer*
Marine Office, Room 326, U. S. Post Office and Courthouse Bldg., San Pedro, Calif.; Terminal 2-2389; Joe H. McKinney, *Marine Supervisor.*

District 12: Customhouse, San Francisco, Calif.; Yukon 6-4141; Francis V. Sloan, *Engineer-in-Charge.*

District 15: Customhouse, Denver, Colo.; Keystone 4-4151; William E. Clyne, *Engineer-in-Charge.*

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District 23: U. S. Post Office and Courthouse, Anchorage, Alaska; Anchorage 2-5501; Herbert D. DeVoe, *Engineer-in-Charge.*
Suboffice, Shattuck Bldg., Juneau, Alaska; Juneau 721; Hal S. Weidner, *Radio Engineer.*

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District 16: Uptown Post Office and Federal Courts Bldg., St. Paul, Minn.; Capital 2-8011; Donald A. Murray, *Engineer-in-Charge.*

District 17: Federal Office Bldg., Kansas City, Mo.; Baltimore 7000; Harold T. Gallaher, *Engineer-in-Charge.*

District 18: U. S. Courthouse, Chicago, Ill.; Harrison 7-4700; *H. D. Hayes, Engineer-in-Charge.*

District 19: New Federal Bldg., Detroit, Mich.; Woodward 3-9330; Edward S. Heiser, *Engineer-in-Charge.*

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ABC-TV STATIONS (see networks)

Gene Autry Stations
Phoenix, 511 W. Adams St., Alpine 3-3121. KOOL-TV-M Phoenix (56.38%) and KOPO-TV-AM Tucson.

H. & E. Balaban Corp.
Rockford, Ill., Meridian Rd., 3-5413. WTVO Rockford (50%) and WICS Springfield (34%).

CBS-TV Stations (see networks)

California-Oregon Television, Inc.
Eureka, Calif., Box 1021, Hillside 3-3123; William B. Smullin, *pres.;* Donald H. Telford, *v.p. & mgr.;* John G. Bauriedel, *v.p. & tech. dir.*
KIEM-TV-AM Eureka; KBES-TV Medford, Ore., and KOTI-TV Klamath Falls, Ore.

Cascade Broadcasting Co.
Yakima, Wash., P.O. Box 702; Glencourt 2-9111; A. W. Talbot, *pres.;* Thomas C. Bostic, *v. p. & gen. mgr.;* Herchel R. Cary, *gen. sls. mgr.*
KIMA-TV-AM Yakima; KLEW-TV Lewiston, Idaho; KEPR-TV Pasco, Wash. (KIMA-TV satellite).

Chronicle Publishing Co.
San Francisco 19, 901 Mission St., Garfield 1-1100. Charles Thieriot, *pres.;* Harold P. See, *gen. mgr.*
KRON-TV San Francisco; KBAK-TV Bakersfield.

Consolidated Television & Radio Broadcasters, Inc.
Indianapolis, 1330 N. Meridian St., Melrose 4-8521. Harry M. Bitner, *chmn.;* Harry M. Bitner Jr., *pres.*
WFBM-TV-AM Indianapolis, WTCN-TV-AM Minneapolis, WOOD-TV-AM Grand Rapids. (Sale to Time, Inc., pending FCC approval.)

Cowles Broadcasting Co.
Des Moines 4, 715 Locust St., CH 3-2111; Gardner Cowles, *bd. chmn.;* Luther L. Hill, *pres.;* David Kruidenier Jr., Robert Dillon, Robert R. Tincher, *v. p.'s.*
KVTV Sioux City; WHTN-TV-AM Huntington, W.Va., and KRNT-TV Des Moines (60%). Cowles interests also own 80% of KTVH Hutchinson and WCCO-TV-AM Minneapolis.

Cox Stations
Dayton, Ohio, Fourth & Ludlow Sts.; Adams 2112; James M. Cox Jr., *pres.;* J. Leonard Reinsch, *mngng. dir.*
WHIO-TV-AM Dayton; WSB-TV-AM Atlanta, and WCKT-WCKR Miami, Fla. (30.5%).

Crosley Broadcasting Corp.
Cincinnati 2, 140 W. Ninth St.; Cherry 1-1822; J. D. Shouse, *chmn.;* R. E. Dunville, *pres.;* John T. Murphy, *tv v. p.;* H. M. Smith, *radio v. p.;* H. P. Lasker, *gen. sls. v. p.*
WLW-T-AM Cincinnati; WLW-C Columbus, O.; WLW-D Dayton; WLW-A Atlanta.

DuMont Broadcasting Corp.
New York 21, 205 E. 67th St.; Lehigh 5-1000; Bernard Goodwin, *pres.;* Ted Cott, *v.p. & gen. mgr.*
WABD New York and WTTG Washington.

Eugene Television Inc.
Eugene, Ore., Box 548; Diamond 4-3245; Robert Booth, *pres.;* S. W. McCready, *gen. mgr.*
KVAL-TV Eugene; KPIC Roseburg, Ore. (50%).

Fetzer Broadcasting Co.
Kalamazoo, 124 W. Michigan Ave., 5-2101. John E. Fetzer, *president.*
WKZO-TV-AM Kalamazoo and KOLN-TV-AM Lincoln.

The Friendly Group
Steubenville, Ohio, Exchange Realty Bldg., Atlantic 2-6265. John J. Laux, *exec. v.p. & gen. mgr.*
WSTV-TV-AM Steubenville and KODE-TV-AM Joplin, Mo.

Frontier Broadcasting Co.
Cheyenne, 2923 E. Lincolnway, 4-4461. Robert S. McCracken, *pres.*
KFBC-TV-AM Cheyenne and KSTF Scottsbluff, Neb. (satellite).

Theodore R. Gamble Stations
Portland, Ore., 140 S.W. Columbia St., Capitol 8-3333.
KOIN-TV-AM Portland (26.1%); KOMO-TV-AM Seattle (30%), and KOVR Stockton (10%).

Gannett Stations
Rochester, N.Y., 40 Franklin St.; Baker 6740; Paul Miller, *exec. v. p.;* Lynn N. Bitner, *gen. mgr.;* Glover DeLaney, *mngng. dir.*
WHEC-TV-AM Rochester and WDAN-TV-AM Danville, Ill.

A. L. Glasmann Stations
Ogden, Utah, Standard Examiner Publishing Co., Kiesel Bldg.; 7711.
KLIX-TV-AM Twin Falls, Idaho, and KUTV Salt Lake City (51%).

John T. Griffin Group
Muskogee, Okla., 111 S. Cherokee St., 7-4447.
KTVX Muskogee-Tulsa (56.5%); KWTV Oklahoma City (50%), and KATV Pine Bluff (45%).

Hawaiian Broadcasting System, Ltd.
Honolulu, 1534 Kapiolani Blvd.; 9-2011; J. Howard Worrall, *pres. & gen. mgr.;* Melvin B. Wright, *station mgr.;* Robert Costa, *prog. mgr.*
KGMB-TV-AM Honolulu and satellites KHBC-TV-AM Hilo and KMAU Wailuku.

The Hearst Corp.
New York 19, 959 Eighth Ave.; Circle 5-7667; D. L. Provost, *v. p.-gen. mgr.*
WBAL-TV-AM Baltimore and WISN-TV-AM Milwaukee.

Jefferson Standard Broadcasting Co.
Charlotte, N. C., 1 Jefferson Place, Edison 3-8833. Joseph M. Bryan, *pres.;* Charles H. Crutchfield, *exec. v.p. & gen. mgr.* WBTV-WBT Charlotte; WBTW Florence, S.C.; WFMY-TV Greensboro (17%).

KIDO, Inc.
Boise, Idaho, 709 Idaho St., 2-4611. Mrs. Georgia M. Davidson, *pres.-gen. mgr.* KIDO-TV-AM Boise and KHTV Twin Falls, Idaho (60%).

Robert F. Kerr Stations
Peoria, 2907 Springfield Rd., 9-3961.
WEEK-TV-AM Peoria and KVOO-TV Tulsa (43%).

The LBJ Co.
Austin, Driskill Hotel, Greenwood 2-2424. Mrs. Lyndon B. Johnson, *chmn.*
KTBC-TV-AM Austin; KWTX-TV Waco (29%), and KRGV-TV Weslaco (50%).

T. B. Lanford Group
Alexandria, La., 601 Washington St., 3-2543.
KALB-TV-AM Alexandria; KPLC-TV-AM Lake Charles (33.33%), and WJTV Jackson, Miss. (13.8%).

Lee Radio, Inc.
Mason City, Iowa, 2nd & Pennsylvania Ave., 2800. Lee P. Loomis, *pres.;* Herbert R. Ohrt, *exec. v.p.* KGLO-TV-AM Mason City and KHQA-TV Hannibal, Mo. (Quincy, Ill.).

Martin Theatres of Georgia
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WDAK-TV Columbus (75%) and WJBF Augusta (35%).

J. Elroy McCaw Group
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KTVW Tacoma-Seattle and KTVR Denver (50%).

Meredith Group (Subsidiaries of Meredith Publishing Co.)
Des Moines, 17th & Locust Sts., Atlantic 8-8511. Fred Bohen, *pres.;* E. T. Meredith, *v.p. & gen. mgr.;* Payson Hall, *treas. & tv-radio dir.;* Alfred Larson, *ass't tv-radio dir.*
WHEN-TV-AM Syracuse; WOW-TV-AM Omaha; KPHO-TV-AM Phoenix; KCMO-TV-AM Kansas City, Mo.

Midcontinent Broadcasting Corp.
Sioux Falls, S.D., 8th St. & Phillips Ave., 4-5841. Joseph L. Floyd, *pres.;* Evans A. Nord, *gen. mgr.*
KELO-TV Sioux Falls and KDLO-TV Florence (satellite).

Midnight Sun Broadcasting Co.
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Morgan Murphy Stations
Superior, Wis., Telegraph Bldg., 2-1227. Morgan Murphy, *pres.* WISC-TV-AM Madison and WEAU-TV-AM Eau Claire.

NBC-TV Stations (see networks)

Samuel I. Newhouse Stations
Syracuse, 224 Harrison St., 3-7111.
WSYR-TV-AM Syracuse; WTPA Harrisburg; WABT-WAPI Birmingham; KOIN-TV-AM Portland, Ore. (50%), and KWK-TV-AM St. Louis (23%).

(*Continued on page 46*)

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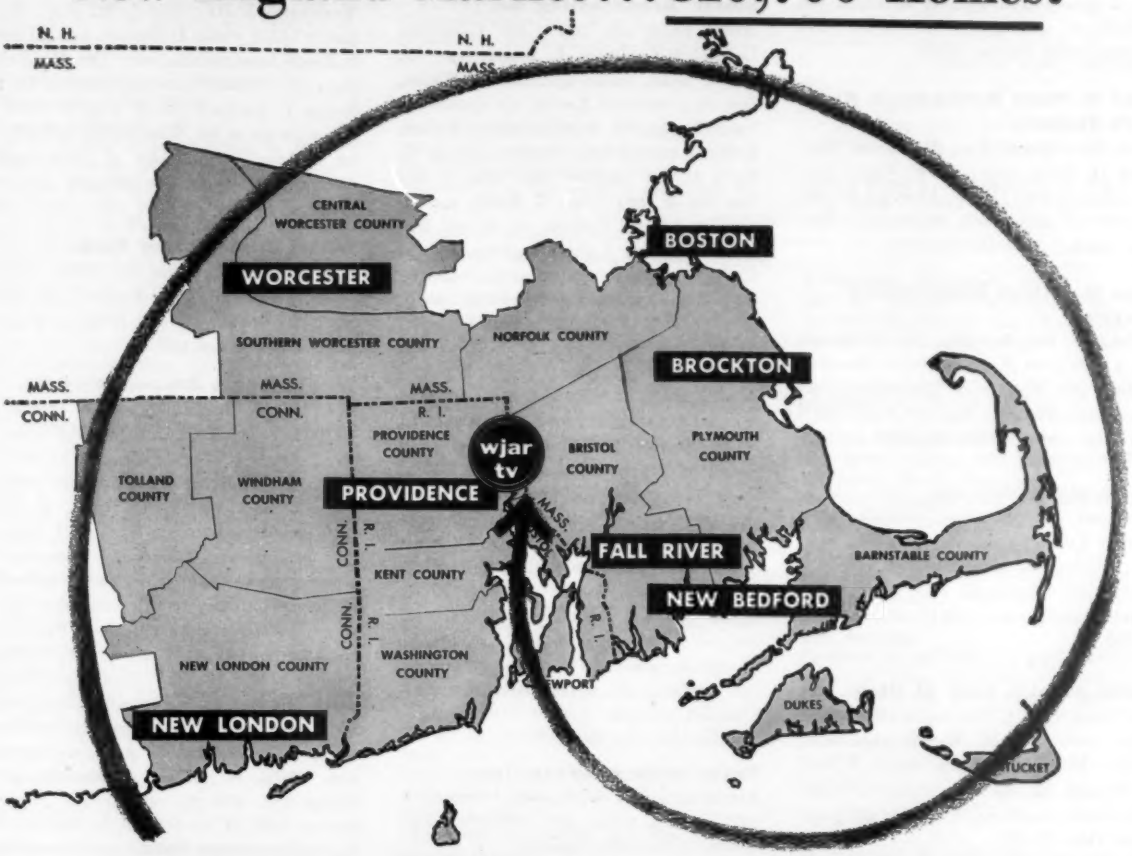

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Spring, 1956
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Davenport, Iowa, 1002 Brady St., 2-3521. B. J. Palmer, *pres.*; D. D. Palmer, *v.p.-treas.*; Ralph Evans, *exec. v.p.*; P. A. Loyet, *v.p.* WOC-TV-AM Davenport; WHO-TV-AM Des Moines; KMTV Omaha (25%).

John H. Perry Newspapers, Radio & Tv Stations
West Palm Beach, Fla., Post-Times Bldg., John H. Perry, *pres.*; F. W. Perry, *v.p.*; E. A. Kettel, *treas.*; W. W. Atterbury Jr., *sec.* WJHP-TV-AM Jacksonville and WESH-TV Daytona Beach.

John H. Phipps Broadcasting Service
Tallahassee, P.O. Box 3166, 2225 N. Monroe St., 3-3666. John H. Phipps, *o.*; L. Herschel Graves, *gen. mgr.* WCTV Thomasville, Ga.-Tallahassee, Fla., and WJNO-TV Palm Beach (purchase pending FCC approval).

Radio Cincinnati, Inc.
Cincinnati, Times-Star Bldg., Garfield 1-1331. Hulbert Taft Jr., *pres.*; David G. Taft, *exec. v.p.*; Kenneth Church, WTVN Inc. *exec. v.p.* WKRC-TV-AM Cincinnati; WTVN-TV-AM Columbus, Ohio, and WBIR-TV-AM Knoxville (30%).

Radio Service Corp of Utah
Salt Lake City 1, 145 Social Hall Ave., Elgin 5-4641. Jay W. Wright, *exec. v.p.*; Lennox Murdoch, *v.p.-gen. mgr.*; Edward B. Kimball, *sls. mgr.* KSL-TV-AM Salt Lake City; KBOI-TV-AM Boise (6 2/3%); KID-TV-AM Idaho Falls (23.3%).

Donald W. Reynolds Stations
Fort Smith, Ark., 920 Rogers Ave., Sunset 2-9125. Donald W. Reynolds, *pres.*; Harry Huey, *gen. mgr.* KFSA-TV-AM Fort Smith; KLRJ-TV Henderson-Las Vegas, and KOLO-TV-AM Reno.

RKO Teleradio Pictures, Inc.
New York 18, 1440 Broadway, Longacre 4-8000. Thomas F. O'Neil, *pres.*; J. Glen Taylor, Wilet H. Brown, Gordon Gray, Robert A. S. Schmid, George N. Steffy, Norman S. Knight, John B. Poor, Robert Manby, *v.p.'s.* WOR-TV-AM New York; WNAC-TV-AM Boston; KHJ-TV-AM Los Angeles; WHBQ-TV-AM Memphis; WEAT-TV-AM West Palm Beach, and CKLW-TV-AM Windsor-Detroit (33%).

Scripps-Howard Radio, Inc.
New York 17, 230 Park Ave., Murrayhill 6-6840. Jack R. Howard, *pres.*; James C. Hanrahan, M. C. Watters, R. B. Westergaard, *v.p.'s.* NEWS Cleveland and WCPO-TV-AM Cincinnati.

Steinman Stations
Lancaster, Pa., 24 S. Queen St., 3-5851. Clair R. McCollough, *pres. & gen. mgr.* WGAL-TV-AM Lancaster and WLEV-TV Bethlehem.

Storer Broadcasting Co.
Miami Beach 54, 1177 Kane Concourse, Union 6-0211. George B. Storer, *pres.*; J. Harold Ryan, *senior v.p.*; Lee B. Wailes, *exec. v.p.*; Stanton P. Kettler, *v.p. operations*; Keith Kiggins, *v.p. & ass't to pres.*; William E. Rine, *v.p. northern district.*; George B. Storer Jr., *v.p. southern dist.*; John E. McCoy, *v.p. & sec.*; Glenn G. Bondy, *v.p. engineering*; Ewald Kockritz, *v.p. & natl. program dir.*; Harry A. Steensen, *treas.*; Bertha C. Prestler, *ass't. sec.*; Arthur C. Schofield, *v.p. adv. & promotion.* New York office: New York 22, 118 E. 57th St., Murrayhill 8-8630. Tom Harker, *v.p. & natl. sls dir.* Chicago office: Chicago 1, 230 N. Michigan Ave., Franklin 2-6498. Lewis P. Johnson, *midwest tv sls. mgr.*; Paul B. Evans, *midwest radio sls. mgr.* San Francisco office: San Francisco, 111 Sutter Bldg., Sutter 1-8689. Gayle V. Grubb, *v.p. & west coast sls. mgr.* WGBS-TV-AM Miami; WJBK-TV-AM Detroit; WSPD-TV-AM Toledo; WBRC-TV-AM Birmingham; WJW-TV-AM Cleveland; KPTV Portland, Ore.; WAGA-TV-AM Atlanta (sale to Washington Post Co. pending); WMUR-TV Manchester, N.H. (purchase from Gov. Francis P. Murphy pending FCC approval); radio-only stations are WWVA-AM-FM Wheeling. Proposed purchase of KSLM-TV Salem, Ore., pending FCC approval.

Texas State Network, Inc.
Fort Worth, 4801 W. Freeway, Pershing 7-6631. Gene L. Cagle, *pres.* KFJZ-TV-AM Fort Worth; KFDA-TV-AM Amarillo.

Time, Inc.
New York 20, 9 Rockefeller Plaza, Judson 6-1212. Wayne Cox, *radio-tv consultant*; Weston C. Pullen Jr., *in charge of tv properties.* KLZ-TV-AM Denver; KOB-TV-AM Albuquerque (50%); KTVT-KDYL Salt Lake City (80%). Purchase of Consolidated stations and sale of KOB-TV-AM are pending FCC approval.

Transcontinent Television Corp.
Paul A. Schoellkopf, Jr., *chmn.* (owns 7.5% of WGR-TV-AM Buffalo); David C. Moore, *pres.*; J. Fred Schoellkopf IV, *exec. committee chmn.* (owns 7.3% of WGR-TV-AM); Hamilton Shea, *v.p.* (pres. and 50% owner of WSVA-TV-AM Harrisonburg, Va.); David G. Forman, *v.p.-sec.-treas.*; Seymour H. Knox III, *v.p.* Stations: WROC-TV-AM Rochester, N.Y. (formerly WHAM-TV-AM), and WSVA-TV-AM Harrisonburg (50%).

Triangle Publications, Radio & Television Division
Philadelphia 39, 46th & Market Sts., Evergreen 2-4700. Roger W. Clipp, *gen. mgr.*; David J. Bennett, Howard W. Maschmeier, *exec. ass't's to gen. mgr.*; Edward H. Benedict, *dir. of natl. sls. develop.* WFIL-TV-AM Philadelphia; WNBF-TV-AM Binghamton; WFBG-TV-AM Altoona; WNHC-TV-AM New Haven.

Tyrone Corp.
Bangor, Me., 57 State St., 8255. WABI-TV Bangor (34%) and WENS Pittsburgh (5%).

Washington Post Co.
Washington 5, D.C., 1515 L St., N.W., Republic 7-1234. Philip L. Graham, *pres.*; John S. Hayes, *broadcast div. pres.*; Flen Marshall Jr., *pres. of* WMBR-TV-AM Jacksonville, Fla.; George F. Hartford, *v.p. of* WTOP-TV Washington. WTOP-TV-AM Washington; WMBR-TV-AM Jacksonville; purchase of WAGA-TV-AM Atlanta from Storer Broadcasting Co. is pending.

WDSU Broadcasting Corp.
New Orleans, 520 Royal St., Tulane 4376. Edgar B. Stern Jr., *pres.*; Robert D. Swezey, *exec. v.p.* WDSU-TV-AM New Orleans; WAFB-TV-AM Baton Rouge (58%).

Westinghouse Broadcasting Co.
New York 17, Chanin Bldg., 122 E. 42nd St., Murrayhill 7-0808. Donald H. McGannon, *pres.*; Robert H. Teter, *exec. ass't. to pres.*; Alexander W. Dannenbaum Jr., *v.p. sales*; Perry Bascom, *eastern sls. mgr.*; E. M. Blain, *midwest sls. mgr.*; Richard M. Pack, *programming v.p.*; William J. Kaland, *nat'l. program mgr.*; David E. Partridge, *adv. & sls. promotion mgr.*; John J. Kelly, *ass't adv. & sls. promotion mgr.*; Joseph E. Baudino, *v.p.*—Washington 6, 1625 K St., N.W., Sterling 3-0903; Harold C. Lund, *v.p.*—Pittsburgh; Rolland V. Tooke, *v.p.*—Cleveland; W. C. Swartley, *v.p.*—Boston-Springfield; Philip G. Lasky, *exec. for west coast operations*; Ralph N. Harmon, *engineering v.p.*; George E. Hagerty, *engineering mgr.*; Gordon Hawkins, *educational dir.* WBZ-TV-AM Boston; KYW-TV-AM Cleveland; KDKA-TV-AM Pittsburgh; KPIX San Francisco; plus these radio-only operations: WBZA Springfield; KEX Portland, Ore.; WOWO Fort Wayne.

WGN, Inc.
Chicago 11, 441 N. Michigan Ave., Michigan 2-7600. J. Howard Wood, *pres.*; Ward L. Quaal, *v.p.-gen. mgr.* WGN-TV-AM Chicago, plus interlocking ownership with WPIX New York.

J. H. Whitney & Co.
New York, 630 Fifth Ave., Plaa 7-0500. John Hay Whitney, *pres.*; C. Wrede Petersmeyer, *pres. & gen. mgr.* KOTV Tulsa; Paul E. Taft, *pres. & gen. mgr.* KGUL-TV Galveston. KOTV Tulsa; KGUL-TV Galveston-Houston; WISH-TV-AM Indianapolis, and WIN-TV Waterloo, Ind.

WKY Television System, Inc.
Oklahoma City, 500 E. Britton Road, Trinity 8-2161. E. K. Gaylord, *pres.*; P. A. Sugg, *exec. v.p.*; Hoyt Andres, *v.p.* WKY-TV-AM Oklahoma City; WTVT Tampa; WSFA-TV-AM Montgomery, Ala.

Zanesville Publishing Co.
Zanesville, Ohio, 34 S. 4th St., Gladstone 2-5431. Clay Littick, *pres.* WHIZ-TV-AM Zanesville and WTAP Parkersburg, W. Va.

Film Producers, Distributors and Tv Services

(For explanation of abbreviations see page 4)

ABC Film Syndication, Inc.
1501 Broadway, New York 36, N. Y.; LA 4-5050; George T. Shupert, *pres.;* Don L. Kearney, *v. p. in chg. of sls.;* Richard P. Morgan, *v. p. ass't. to pres.;* John B. Burns, *v. p. in chg. of National sls.;* Miss Lee Francis, *Advertising & Promotion dir.*
Distributors of film series
Branch Offices:
20 N. Wacker Drive, Chicago 6, Ill. AN 3-0800; Howard Anderson, *Midwest mgr.*
1539 N. Vine St.; Los Angeles (Hollywood) 28, Calif.; HO 2-3141; William L. Clark, *v. p. in chg. of Western sls.*
3123 McKinney Ave., Dallas 4, Texas; RA 6302; Robert Dalchau
277 Golden Gate Ave., San Francisco, Calif.; Un 3-0077; Fred J. Stratman
267 Colonial Homes Dr., N. W.; Atlanta, Ga.; EM 4621; G. Joseph Porter
1109 Louderman Bldg., 317 N. 11 Street, St. Louis, Mo.; MA 1-0274; J. Chris Hetherington
Northwest Bank Building, Room 517, Minneapolis, Minn.; FE 3-3374; Theodore Wold

Academy Film Productions, Inc.
123 W. Chester St., Chicago 10, Ill.; MI 2-5877; Bernard Howard, *pres. & ex. prod.;* Morris Alexander, *v. p.;* Bernard Kurlan, *sec. treas.*
Producers of commercials, program films, slides, slide films also live programs & commercials.

Academy Pictures, Inc.
49 West 45th St., New York 36, N.Y.; PL 7-0744; George S. Gladden, *v.p.;* William P. Tytla, *v.p.*
Producers of industrial films and film commercials.
Branch Office:
433 S. Fairfax Ave., Los Angeles 36, Calif.; WE 1-8156; C. Moray Foutz, *v.p.*

Acme Film Laboratories, Inc.
1161 N. Highland Ave., Hollywood 38, Calif.; HO 4-7471; Samuel Sawelson, *pres.;* David L. Christopher, *sec.;* Mel. Sawelson, *supt.*
Laboratory facilities.

Acus Pictures Corporation
165 West 46th Street, New York 36, N.Y.; PL 7-2265; Patrick E. Shanahan, *pres.;* George Blake, *sec.*
Distribute feature films.

Adelphia Booking Service
309 North 13th St., Philadelphia 7, Pa.; LO 7-2698;; Edward J. Gabriel, *pres.;* Robert Gabriel, *sls. mgr.;* Vera Gabriel, *sec.*
Sales representative for distributors.

Admaster Prints, Inc.
1168 Sixth Ave., New York 36, N.Y.; JU 2-1396; Henry Roth, *pres.;* Charles Corn, *mgr.*
Producer and agency service.

Advertisers' Broadcasting Co.
117 West 46th St., New York 36, N.Y.; PL 7-3560; Sholom Rubinstein, *prod.*
Producer of public relations & industrial-educational films for clients.

Affiliated Program Service, Inc.
535 Fifth Ave.; New York 17, N. Y.; MU 7-1881; Paul F. Adler, *pres.*
Producer of animations and programs.

Agra Films, Inc.
Jefferson Road, Athens, Georgia; LI 6-0657; J. P. Nicholson, *pres.*
Complete motion picture prod. serv. including planning film pgm., script writing, prod., sound recording, editorial serv., printing, processing, and distribution.

Aladdin Television Productions
346 North Larchmont, Los Angeles 4, Calif.; HO 2-6686; Julius Tuchler, *gen. mgr.*
Producer of tv film series & distributor for tv.

David O. Alber Associates
44 East 53rd St., New York 22, N.Y.; TE 8-8300; David O. Alber, *pres.;* Gene Shefrin, Dan Blumenthal, Mike Merrick, Myles Eiten, Len Roller, Mallory Dorn, Bernard Bennett, *associates.*
National publicity service for all tv shows, live or film; personalities.
Hollywood Office:
941 N. La Cienega, Hollywood, Calif.; Frank Liberman.

Alexander Film Company
Alexander Film Building, Colorado Springs, Colo.; ME 3-1771; Don M. Alexander, *pres.;* M. J. McInaney, *v. p. chg. of sls.;* James Anderson, *prod. mgr.;* Arthur "Bus" Oaks and John H. Alexander, *ass't. sls. mgrs.*
Produce, distribute industrial films, commercials.
Branch Offices:
Representatives in all principal cities.

M & A Alexander Productions, Inc.
6040 Sunset Blvd., Hollywood 28, Calif.; Hollywood 4-3414; Arthur Alexander, *pres.;* Max Alexander, *v. p.*
Distributor of features and film series.
Branch Office:
12 West 72nd St., New York 23, N.Y.; Tr 3-5115; Larry Stern.

Paul Alley Productions
619 West 54th St., New York 19, N.Y.; JU 6-2393; Paul Alley, *pres.*
Producer of industrial-educational films, tv film commercials, & special events on assignment.

Allied Artists Productions Studios
4376 Sunset Drive, Los Angeles 27, Calif.; NO 2-9181; Samuel (Steve) Broidy, *pres.*
Studio facilities available to producers on a rental basis.
New York Office:
1560 Broadway, New York, N.Y.

Alpha Film Laboratories
Falls Road, P.O. Box 5325, Baltimore 9, Md.; VA 3-6617; W. Ernest Wood, *o., pres.*
Producer of film commercials, studio and laboratory services.

Alpha Television Productions, Inc.
7324 Santa Monica Blvd.; Hollywood 46, Calif.; HO 2-6281; Chester Erskine, *pres.;* William Morris Agency, *sls. rep.*
Producer and distributor of film series.

Allend'or Productions Incorporated
607 North La Brea Ave., Los Angeles 36, Calif.; WE 8-2191; Algernon G. Walker, *exec. dir.*
Industrial and education films, film commercials.
Branch Office:
2 Tudor City Place, 2-A-S, New York 17, N.Y.; MU 3-5629; Jack Siegal, *dir. of sls.*

Allen-Moore Productions, Inc.
7936 Santa Monica Blvd., Hollywood 46, Calif.; OL 4-8015.
Producer of educational films.

All-Scope Pictures, Inc.
1417 No. Western Ave., Commercial Film Division, 20th Century Fox T.V.; Hollywood 27, Calif.; HO 2-6231; Gordon S. Mitchell, *pres.;* La Nell B. Mitchell, *sec.-treas.*
Production of commercials and special purpose films.

Alpha Film Productions
Falls Road, P.O. Box 5325, Baltimore 9, Md.; VA 3-6617; W. E. Wood, *o.*
Producer of programs and commercials; film processing.

Americana Productions, Inc.
680 Fifth Ave., New York 19, N.Y.; CI 7-1994; Donald V. Nestingen, *pres. & sls. mgr.;* Don Haldane, *prod.;* Robert Braverman, *bus. mgr.*
Producer of documentary, public relations, industrial, sales, etc., films. Producer of tv film commercials. Distributor of "free" films to tv stations.
Branch Office:
1121 W. 18th St., Indianapolis, Ind.; J. M. Spragg.

AFL & CIO
Dep't. of Education.
815 Sixteenth St., N.W., Washington 6, D.C. George Meany, *pres.;* William F. Schnitzler, *sec.-treas.;* John D. Connors, *dir. of Dep't. of Educ.*
Distributor of film for tv stations.

American Film Co.
1329 Vine St., Philadelphia 7, Pa.; WA 2-1800; Ben Harris, *mgr.*
Produce film commercials.

American Film Producers
1600 Broadway, New York 19, N.Y.; PL 7-5915; Robert Gross, *exec. producer;* Lawrence A. Glesnes, *exec. producer.*
Complete production and distribution of sponsored motion picture films and slide films in color or black and white, live or animation, in 16mm or 35mm, for theatres, television, Government, industry, education, training, sales, public information, etc.

American National Studios
7324 Santa Monica Blvd., Hollywood, Calif.; OL 4-2800.
Studio rental.

Anderson & Anderson, Inc.
53 West Jackson Blvd., Chicago 4, Ill.; George B. Anderson, *pres.;* James E. Anderson, *sec.-treas.*
Producer of tv film series & film commercials.

FILM

Annik Productions, Inc.
18708 W. Topango Beach Rd., Malibu, Calif.; GL 4-4704; Nicholas H. Wade, *pres.*
Producer and distributor of tv film services.

Animated Productions, Inc.
1600 Broadway, New York 19, N.Y.; CO 5-2942; Al Stahl, *pres.;* Gerard Pick, *dir.;* Industrial Motion Pictures, Don Lange, *mgr.*
Produce commercials and industrial films animation and live action.

Clyde Anderson Motion Pictures
334 "A" St., Salt Lake City 3, Utah.; City 3-5337; Clyde Anderson, *cinematographer, o., mgr.*
Producer of industrial films and commercials.

Animation, Inc.
8564 Melrose Ave., Hollywood 46, Calif.; OL 2-3540; Earl Klein.
Produce animated commercials and musical sound tracks.

Apex Film Corp.
1040 N. Las Palmas, Hollywood 38, Calif.; HO 3-5106; Jack Chertok, *pres.*
Producer of film series.

Argyle Television Films, Inc.
1501 Broadway, New York 19, N.Y.; LO 4-8234; Jerry Hyams, *pres. & sls. mgr.*
Distributor of features for tv.
Branch Office:
812½ North La Brea, Hollywood, Calif.; Louis Goldstein, *v. p.*

J. Armstrong & Co.
19 West 44th St., New York City 36, N.Y.; MU 7-0669; Joseph Armstrong.
Syndicated commercials for brewers, banks, savings and loan, dairies, and custom-made commercials.

ONE OF THE MOST RESPECTED NAMES IN TELEVISION . . .
ATLANTIC
TELEVISION CORPORATION
130 West 46th St., New York 36, N.Y.
Now releasing "Champion" and "Million Dollar" Packages

Eddy Arnold Enterprises, Inc.
Franklin Road, Brentwood, Tenn.; CY 2-0578; Edward Arnold, *pres.;* Joseph Csida, *exec. prod.*
Producer of tv film series.

Arrow Productions, Inc.
5746 Sunset Blvd., Hollywood, Calif.; HO 2-6071; Edward Small, *pres.;* Leon Fromkess, *v. p.;* Robert B. Leck, *treas.*
Producer of tv film series.

Arrowhead Productions
355 No. Beverly Dr., Beverly Hills, Calif.; CR 6-3728; Edmund Beloin, Burt I. Harris, *chf. execs.;* Burt I. Harris, *bus. mgr.*
Producer of tv film programs on order and producer of tv film series.

Emil Ascher, Inc.
745 Fifth Ave., New York 22, N.Y.; EL 5-3194; Emil Ascher, *mgr.*
Background and cue music for films. License for world clearance.

Ashley-Steiner, Inc.
579 Fifth Ave., New York 17, N.Y.; MU 8-8330; Ted Ashley, Herb Gottlieb, Jerry Hellman, Alden Schwimmer, *chf. execs.*
Artists and sales representatives.

Associated Artists Productions, Inc.
345 Madison Ave., New York 17, N.Y.; MU 6-2323; Eliot Hyman, *pres.*
Distributor of program film.
Branch Offices:
9110 Sunset Blvd., Hollywood, Calif.; CR 6-5886; Robert Kronenberg, *Western Divisional mgr.*
75 East Wacker Dr., Chicago 1, Ill.; DE 2-4040 - 4041; Ben Elrod, *Mid-West Divisional mgr.*
Fidelity Union Life Bldg., 151 Bryan St., Dallas, Texas; RA 6043; Norman (Buck) Long, *Southwestern Divisional mgr.*

Associated Press
50 Rockefeller Plaza, New York, N.Y.; PL 7-1111; Frank J. Starzel, *gen. mgr.;* Oliver Gramling, *ass't. gen. mgr.*
News wire, newsphoto service.

Associated Program Service
221 Fourth Ave., New York 3, N.Y.; OR 4-7400; Ed Hochhauser Jr., *v. p. & gen. mgr.*
Canadian rights for distribution of Encyclopedia Britannica (educational) films to tv. APS transcription service.

Associated Services
B8 Hillside Manor, New Hyde Park, L.I., N.Y.; PI 2-0500; Dr. Joseph L. Levit, *pres.;* William Heller, *sls. mgr.;* Miles Master, *dir. of photography.*
Producer of newsreels on assignment, handles publicity, promotion. News service division, photographic services, etc.
N.Y. Office:
1164 Sixth Ave., New York 36, N.Y.; Phillip St. Claire.

Association Films, Inc.
347 Madison Ave., New York 17, N.Y.; MU 5-8573; J. R. Bingham, *pres.;* Reg Evans, *sls. mgr.;* A. L. Fredrick, *treas.;* Robert Finehout, *dir. of tv & pub. rel. dir.*
Distributor of industrial-educational free films.
Branch Offices:
1108 Jackson St., Dallas, Texas.
561 West Hillgrove Ave., La Grange, Ill.
Broad at Elm Sts., Ridgefield, N.J.
799 Stevenson St., San Francisco, Calif.; W. O. Silver, *mgr.;* Underhill 1-5305.

Irvin S. Atkins Enterprises, Inc.
9100 Sunset Blvd., Los Angeles 46, Calif.
Producer of tv film series.

Austin Productions, Inc.
232 North Main, P.O. Box 713, Lima, Ohio; LI 9-7881; B. Otto Austin Jr., *pres.-treas.;* C. E. Butturff, *v. p.;* D. Maxine Miller (Miss), *asst. treas.;* Wavelene Sellers (Mrs.), *distribution Dept. Head.*
Produce, distribute industrial film; produce commercials.

Australian News and Information Bureau
636 Fifth Ave., New York, N.Y.
Importer of film.

Atlantic Television Corp.
130 West 46th St., New York 36, N.Y.; JU 2-1287 - 8; David A. Bader, *v. p.*
Distributors of motion pictures for television.
Branch Offices:
6000 Sunset Blvd., Hollywood 28, Calif.; HO 2-6635; John A. Ettlinger.
203 N. Wabash Ave., Chicago, Ill.; CE 6-1805; Ben Barry & Howard Grafman.
2310 Cass Ave., Detroit, Mich.; Michael Zide.
1109 Binz, Houston, Texas; Nathan A. Zelikow.
130 Carlton St., Toronto, Canada; Jerry Solway.
674 Alter Road, Detroit 15, Mich.; W. A. Pomeroy.

Atlas Film Corp.
1111 South Blvd.; Oak Park, Ill.; AU 7-8620; L. P. Mominee, *v. p. and gen. mgr.;* Albert S. Bradish, *v. p. & prod. mgr.;* James E. Anderson, *dir. of television;* Jack D. Danielson, *Special Sales Division.*
Producers of industrial films, commercials; laboratory facilities.
Branch Offices:
228 N. LaSalle St., Chicago 1, Ill.; AN 3-5672; James E. Anderson, *dir. of television.*
913 Warner Bldg., Washington 4, D.C.; RE 7-2203; Roland C. Barrett.
1931 Rodney Dr., Hollywood 27, Calif.; NO 1-7680; Louis E. Marlowe.

Atlas Television Corp.
Executive House, 225 E. 46 St., New York 17, N.Y.; El 5-7943; Henry Brown, *pres.*
Distributor of film series and features.

ATV Film Productions, Inc.
35-01 Northern Blvd., Long Island City 1, N.Y.; EX 2-4949; Mickey Schwarz, *pres.;* Jack Lemmon, *v. p.*
Television commercials, industrials, features.

Audio-Effects Co.
1600 N. Western Blvd., Los Angeles, Calif.; HO 9-3902.
Sound recording.

Audio-Master Corp.
17 East 45th St., New York 17, N.Y.; OX 7-0725; Herbert Rosen, *pres.*
BG-Library of mood and bridge music for direct broadcasting of dubbing onto film for commercial and industrial film producers, tv stations.

Audio Productions, Inc.
630 Ninth Ave., New York 36, N.Y.; PL 7-0760; Frank K. Speidell, *pres.;* Harold L. Lipman, *tv mgr.*
Producers of tv commercials and industrial films.

Audio Visual Associates
1459 N. Seward, Hollywood 28, Calif.; HO 5-8555, 5-5478; Hubbard Hund, *pres.;* Sterling Barnett, *camera;* Ned Herzstam, *mdsg.;* John Wilson, *animation dir.;* Richard Punnett, *art dir.*
Producer of industrial-educational films on order.

Aurora Film Distributors, Inc.
1410 Howard Street, Omaha 2, Nebr.; AT 8476-8477; Keith T. Smith, *pres.;* Margareth M. Smith (Mrs.), *sec. and treas.*
Distributors of feature films for television. Also selected short subjects as well as several series programs.

George Bagnall & Associates, Inc.
8827 Olympic Blvd., Beverly Hills, Calif.; OR 1-5133; George L. Bagnall, *pres.;* J. J. O'Loughlin, *v. p.;* Fred C. Lindquist, *sec.;* Michael L. Bagnall, *asst. sec.*
Distribution of films for television.
Branch Offices:
New York 17, N.Y.; 25 Vanderbilt Ave.; MU 6-7543; Walter "Les" Anthony, *sales representative.*
Chicago 11, Ill.; 520 N. Michigan Ave.; MI 2-5231; Carl Russell, *sales representative.*

Bailey Films, Inc.
6509 De Longpre Ave., Hollywood 28, Calif.; HO 4-7949; Albert R. Bailey, *pres.*
Producer of industrial-educational films on order. Also public relations & sales films.

Best in Sports, Inc.
130 Cuttermill Road, Great Neck, L.I., N.Y.; Milton J. Salzburg, *pres.;* David B. Dash, *sec.-treas.*
Producer and distributor.

Bill Baird Studios
334 West 70th St., New York 23, N.Y.; Bill and Cora Baird, *p. & o.*
Designs puppets for clients, producer of tv film commercials.

Baldwin Organization, Inc.
270 Park Ave., New York 17, N.Y.; PL 5-9830; Ted Baldwin, *pres. & sls. mgr.;* Andrew G. Biggerstaff, *sls.;* Elsie Jordan, *dir. of film dist.*
Producer-distributor of industrial films (some "free"), producer of tv film commercials, sls. films, etc.

Jerome Balsam Films, Inc.
Suite 201-Paramount Bldg., 1501 Broadway, New York 36, N.Y.; LO 3-6187; Jerome Balsam, *pres.*
Distributor of tv film series.

Bandelier Films
1839 Lomas Blvd., NE, Albuquerque, N. Mex.; 7-1516; Robert Stevens, *pres.*
Producer of tv film commercials, live action, limited animation, full animation specializing in low cost spots; storyboards, jingles, etc.; has "package" deal on spots. Producer of industrial-educational film on order.

C. O. Baptista Films
P.O. Box 299, Sunnyside Ave., Wheaton, Ill.; WH 8-4050; C. O. Baptista, *pres.*
Producer-distributor of religious films.

B & R Enterprises, Inc.
c/o William Morris Agency.
151 El Camino, Beverly Hills, Calif.
Producer of tv film series.

Thos. J. Barbre Productions
2130 So. Bellaire St., Denver 22, Col.; SK 6-8383; Thos. J. Barbre, *producer;* Dean Faulkner, *sls. mgr.;* Paul Emrich, *asst. mgr.;* Frank Spicer, *dir. of photography.*
Producers of tv program commercials, and business film.

Richard Bare Productions
4000 N. Olive St., Burbank, Calif.; HO 9-1251; Richard L. Bare, *pres.;* Carl Post, *dir. advertising;* Oren Haglund, *prod. mgr.;* Dean Riesnor, *story editor.*
Producer of tv film series on order.

Barnett International Forwarders, Inc.
723 Seventh Ave., New York 19, N.Y.; CI 5-6080; William Barnett, *pres.;* Norman

FILM

Barnett, *v. p.*; Alan Barnett, *treas.*
International freight forwarders. Export packers and customs brokers. Handle all services, for export and import shipments of films, equipment and accessories.
Branch Offices:
119 West 24th St., New York, N.Y.; Charlie Eck.
N.Y. International Airport, Idlewild, N.Y.; Carl Matthiesen.
6364 Santa Monica Blvd., Los Angeles, Calif.; Lewis Barnett, Hector Santiestivan.

Barry & Enright Productions, Inc.
667 Madison Avenue, N.Y., N.Y.; TE 2-8600; Jack Barry, *pres.*; Dan Enright, *v. p.*
Package producers of live and filmed tv shows.

Gerald C. Barry
213 E. Vanderbilt Ave., Orlando, Fla.; 3-7286; Gerald C. Barry, *pres.*
Distributor of religious films.

Barry-Grafman & Associates
203 No. Wabash Ave., Chicago 1, Ill.; CE 6-1805; Howard Grafman, Ben Barry, *p.*
Sales representative for distributors.

Gerald A. Bartell Associates
522 W. Wisconsin Ave., Milwaukee 3, Wisc.; BR 1-8480; Gerald A. Bartell, *pres.*
Producer of program film and commercials.

Basch Radio & Television Productions
17 E. 45th St., New York 17, N.Y.; MU 2-8877; Charles J. Basch Jr., *pres.*
Producer of commercials, industrial & training films, film programs—animation.

Mannie Baum Enterprises Corp.
723 Seventh Ave., New York 19, N.Y.; CI 5-4240; Mannie Baum, *pres.*

Bay State Film Productions, Inc.
35 Springfield Street, Agawam, Box 129, Springfield 1, Mass.; RE 4-3164; Morton H. Read, *pres.*; David D. Doyle, *v. p. (sales)*; Eugene N. Bunting, *v. p. (production)*; Harold O. Stanton, *v. p. (television)*; Merrill K. Sweetman, *acct. exec.*
Producer of industrial film, film commercials.
Branch Offices:
80 Boylston St., Boston 16, Mass.; HA 6-8904; David D. Doyle, *v. p. (sales)*; Lowell F. Wentworth, *acct. exec.*

Beacon Television Features, Inc.
118 Newbury St., Boston 16, Mass.; CO 6-6881; J. Leonard Sanderson, *pres.*; Barbara Keane, *treas.*
Producer of tv film series and tv film commercials.

Alexander Beck Films, Inc.
1501 Broadway, New York, N.Y.; LO 3-6187; Alexander Beck, *pres.*
Worldwide distribution with the exception of USA & tv rights for Canada.

V. S. Becker Productions
551 Fifth Ave., New York 17, N.Y.; MU 2-0777; Viola Becker, *pres.*; Thomas W. Bieder, *sls. mgr.*
Producer of live tv shows, tv film series, tv commercials.

Bell Productions
825 West End Ave., New York, N.Y.; MO 3-8961; Alan Abel, *pres.*; Robert Yeager, *sls. mgr.*
Producer of tv film series and educational-industrial films.
Branch Office:
7240 Tulare, St. Louis, Mo.; Jerry Sandweiss.

Bemiller Productions
2350 Hyperion Ave.; Hollywood 27, Calif.; NO 5-5137; Robert H. Bemiller, *pres.*; Richard T. Bemiller, *bus. mgr.*; David C. Burrey, *prod. mgr.*; Bill Brinkley, *sales mgr.*; Ted C. Bemiller, *cinematography mgr.*
Produce commercials and industrial films.

Bengal Pictures
1028 No. Western Ave., Hollywood, Calif.; HO 3-3657; Phil. E. Cantonwine, *producer*; George Haligan, *film editor*; Cheri Le'-Blanche, *story-narration*; Sam Leon, *asst. dir.*; Jack Vickers, *prod.*
Western Features — documental — commercials.

Donn Bennett Productions, Inc.
1615 Walnut St., Phila. 3, Pa.; LO 7-7722; Donn Bennett, *pres.*
Producer of film series.

Beverly Pictures, Inc.
60 West 55th St., New York 16, N.Y.
Holds rights to feature films.

Guy Biddick
1046 So. Olive, Los Angeles 15, Calif.; RI 8-6184; Guy Biddick, *o.*
Produce animated film commercials.

The Big Fights, Inc.
9 E. 40th St., New York 16, N.Y.; LE 2-1717; William Cayton, *pres.*; Fred Ladd, *sls. mgr.*
Producer, distributor of film series.

Biltmore Productions Corp. & Biltmore Studios
68 East 4th St.; New York, N.Y.; GR 5-7910; Louis L. Klotz, *pres.*
Produce films to order; stage rental.

Biograph Television Co.
5 E. 57th St., New York, N.Y.; EL 5-5211; Paul Killiam, *pres.*
Producer of film series.

George Blake Enterprises
1600 Broadway, New York 19, N.Y.; CI 7-2264; George Blake, *pres.*; Philip Frank, *studio mgr.*
Producer of tv film commercials, tv film programs on order, industrial-educational films on order.

Blinkey Productions, Inc.
149 Broadway, Room 2609, New York 6, N.Y.; BE 3-8275; Sydney Parker, *sec.-treas.*
Produce, distribute film series; produce commercials.

Blue Ridge Productions, Inc.
100 Ridgeland Place, Greenville, S.C.; 2-5445; W. H. Miller, *pres.*; B. T. Whitmire, *sls. mgr.*
Producer-distributor of tv film series.

Bonded TV Film Service, Inc.
630 Ninth Ave., New York 36, N.Y.; JU 6-1030; Chester M. Ross, *pres.*; Emanuel Kandel, *v. p. chg. of optns.*
Handle all film details; mounting, scheduling, routing, shipping, inspection, storage, record control, splicing in commercials, editing, etc., for advertising agencies, distributors and syndicators, and for tv stations.
Branch Offices:
1301 S. Wabash Ave., Chicago, Ill.; Joe Rategan.
904 N. La Cienega Blvd., Los Angeles, Calif.; Stanley Halperin.

Borden Productions, Inc.
20 Spruce St., Boston 8, Mass.; Richard Borden, *pres. & sls. mgr.*; Dorothy Gleeson, *office mgr.*
Producer-distributor of tv film series & industrial-educational films.

Martin Bovey Films
Chelmsford, Mass.; Martin Bovey Jr., *prod.*
Producer of industrial-educational films on order.

Brandon Films, Inc.
200 W. 57th St., New York, N.Y.; CI 6-4868; Thomas J. Brandon, *pres.*
Distributor of film shorts.

Bray Studios, Inc.
729 Seventh Ave., New York 19, N.Y.; CI 5-4582; John R. Bray, *pres.*; Paul A. Bray, *v. p.*
Produce and distribute shorts, commercials and industrial, training and health.

Briskin Productions, Inc.
1334 N. Beachwood Drive, Hollywood 28, Calif.; HO 2-3111; Irving Briskin, *pres.*; Fred Briskin, *v. p.*; Milton Pickman, *v. p. pgmng.*
Producer of tv film series.

British Information Services
45 Rockefeller Plaza, New York 20, N.Y.; CI 6-5100; C. H. Dand, *head of films & publications div.*
Distributor of program film.
Branch Offices:
903 National Press Bldg., Washington 4, D.C.; HO 2-1340; Mrs. J. Locke, *film officer.*
720 N. Michigan Ave., Chicago 11, Ill.; WH 3-1480; Mrs. L. Leary, *film officer.*
2516 Pacific Ave., San Francisco 15, Calif.; FI 6-3033; Donald Stokes, *film officer.*
448 S. Hill St., Los Angeles 13, Calif.; MA 6-4411; Basil Bleck, *film officer.*

Broadcasting & Film Commission, of The National Council of Churches of Christ in the U.S.A.
220 Fifth Ave., New York 1, N.Y.; OR 9-2968; Rev. S. Franklin Mack, *dir.*; Albert Crews, *tv dir.*; Lillian Bennett, *supvr. of tv dist.*
Producer-distributor of religious films.
Branch Office:
5746 Sunset Blvd., Hollywood, Calif.; George Heimrich.

Broadcast Music, Inc.
589 Fifth Ave., New York 17, N.Y.; PL 9-1400; Carl Haverlin, *pres.*; Robert J. Burton, *v. p.*; Glenn R. Dolberg, *v. p.*
Music licensor.

Jack Broder Productions
3084 Motor Ave., Los Angeles, Calif.; Jack Broder, *pres.*
Producer of film for tv.

William F. Broidy Productions, Inc.
5746 Sunset Blvd., Hollywood 28, Calif.; HO 3-6844; William F. Broidy, *pres.;* Julius Ruben, *compt.*
Producer of tv commercials.

Myron L. Broun
34 Grosvenor St., London, W. I., England; MA 9111; Myron L. Broun, *tv consultant.*
Producer of films and film commercials.

Himan Brown Television Films
213 West 26th St., New York 1, N.Y.; OR 5-2211; Himan (Hi) Brown, *pres.*
Producer of tv film series.

Bry Kinescope Laboratories
3518 West Devon Ave., Chicago 45, Ill.; OR 5-5960; A. Arthur Becker, *pres.*
"Off air" check kinescopes, producer of tv newsreel photography on assignment, producer of tv film commercials.

Bureau of Communication Research, Inc.
13 East 37th Street, New York 16, N.Y.; MU 9-4175; Rudolph Kamerling, *v. p.;* James W. Britton, *sec. treas.*
Distribution of industrial films. Servicing and storage of prints for agencies and industrial accounts.

Hardy Burt Productions
336 Central Park West, New York, N.Y.; UN 5-9288; Hardy Burt, *pres.;* Bertram J. Hauser, *sls. mgr.;* Bill Bertenshaw, *prod. mgr.;* Marion Powell, *sec.-treas.;* David Gould, *pub. dir.*
Producer of tv film series.

Buyers Associates
2127 Maryland Ave., Baltimore, Md.; CH 3-0629; Sidney Barbet, *pres.*
Buyer of films for tv stations.

Byron, Inc.
1226 Wisconsin Ave., Washington 7, D.C.; FE 3-4000; Byron Roundabush, *pres.;* Dudley Spruill, *v. p.;* Peter J. Agnew, *sec.*
Producers of industrial film & commercials, studio & laboratory facilities.

Calhoun Studios, Inc.
266 East 78th St., New York 21, N.Y.; LE 5-2120; Brian Calhoun, *pres.;* Paul A. Goldschmidt, *v. p.;* Dietlinde Ruber, *sec.-treas.;* Howard A. Kaiser, *prod. dir.;* Charles Gennell, *sls. mgr.*
Producer of film series and commercials; producer-distributor of industrial-educational films (some "free" to tv stations).

California Studios
650 No. Bronson Ave., Hollywood 4, Calif.; HO 2-7141; Phillip Krasne, *pres.;* Jack Gross, *v. p.;* Mickey Gross, *studio mgr. v. p.*
Studio facilities.

Callahan Associated
5675 W. Washington Blvd., Los Angeles 16, Calif.; WE 4-2652; Robert E. Callahan.
Producers of Indian film.

Camera Mart, Inc.
1845 Broadway, New York 23; PLaza 7-6977. Irving Browning, *pres.;* H. V. Browning, *compt.;* Ann Browning, *off. mgr.;* Samuel Hyman, *mgr.;* Paul Rich, *pub. rel.*
Manufacturer and distributor of tv and motion picture production equipment; repair and rental of equipment.

Campus Film Productions, Inc.
14 East 53rd St., New York 22, N.Y.; PL 3-3280; Nat Campus, *pres.;* Robert Braverman, *coordinator;* Barry Schachter, *traff.*
Producer-distributor of commercials and industrial-educational films (some "free" to tv stations).

Canadian Travel Film Library
Suite 658, 630 Fifth Ave., New York 20, N.Y.; JU 6-2400; Ron C. Ward, *rep.*
Distributor of travel, sports and wild life shorts "free" to tv stations.

C & G Film Effects
1600 Broadway, New York 19, N.Y.; PL 7-2098; Hugo A. Casolaro; Milton Gottlieb.
Optical effects service, artwork; slide films.

Capital Film Laboratories, Inc.
1905 Fairview Ave., N.E., Washington 2, D.C.; LA 6-4634; James A. Barker, *pres.;* William N. Brooks, *exec. v. p. & gen. mgr.;* Arthur Rescher, *sls. mgr.*
Recording facilities; music library; laboratory services.

Capital Film Service
224 Abbott Rd., East Lansing, Mich.; ED 2-3544; James Robert Hunter, *pres.*
Laboratory facilities.

Capital Film Studios
105 11th St. NE, Washington, D.C.; LI 6-88-22; F. William Hart, *mgr.*
Studio facilities.

Captain Z-Ro Productions, Inc.
3630 Jackson St., San Francisco 18, Calif.; BA 1-2202; Dr. Henry Brown, *pres.,* Roy Steffens, *v.p.,* Kathleen K. Rawlings, *sec.-treas.*
Production of film commercials and film series

Branch Office:
225 East 46th St., New York, N.Y.

Caravel Films, Inc.
730 Fifth Avenue, New York 19, N.Y.; CI 7-6110; David I. Pincus, *pres.;* Calhoun McKean, *v. p. in charge of television.*
Producer of industrial films and commercials.

Carey-Swain, Inc.
Carey-Swain Bldg., 1938 Laurel St., Sarasota, Fla.; RI 4-8111; W. M. Carey, *sls. mgr., p.;* H. E. Swain, *prod. supvsr., p.;* Ad Schneider, *prod.;* LeRoy Crooks, *dir. photography;* Fred Curry, *film editor.*
Producer of commercials, documentary, educational, and editorial films.

Cascade Pictures of California, Inc.
1027 N. Seward St., Hollywood 38, Calif.; HO 2-6481; Bernard J. Carr, *pres.;* Roy W. Seawright, *v. p., dir. of photography;* Vaughn Paul, *prod. coordinator;* Fillmore Phipps, *prod.*
Producer of commercials and industrial-educational films.

Casino Film Exchange, Inc.
1564 Broadway, New York 36, N.Y.; JU 6-1442; Munio Podhorzer, *pres.*
Distributes German language films.

Casolaro Films Distributing Co.
277 Canal St., New York 13, N.Y.; WO 6-2112; Salvatore Casolaro, *pres.;* S. F. Billitteri, *dist. mgr.*
Distributor of Italian films with superimposed English titles.

Cate & McGlone
1521 Crossroads of the World, Hollywood 28, Calif.; HO 5-1118; T. W. Cate, E. D. McGlone, *ps.*
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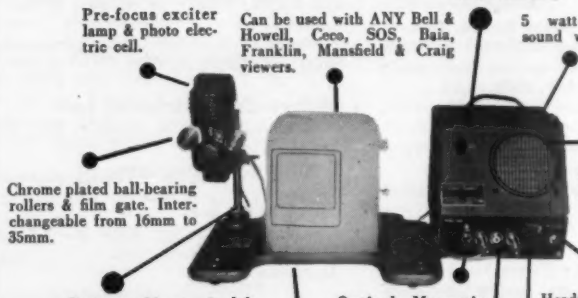

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FILM

Catholic Movies
1409—79th St., North Bergen, N.J.; UN 5-7998; Stan Lewek, *mgr.*
Distributor of religious and educational film.
Branch Office:
New York, N.Y., 220 West 42nd St.; WI 7-9130.

Catholic Visual Education, Inc.
1225 Broadway, New York, N.Y.; MU 4-1563; Enrichetta Maiori, *sec.*
Distributor of religious films.

Cavalcade Productions
155 West 46th St., New York, N.Y.; CO 5-0200; Bob Lippman, *chf. exec.*
Producer of tv film series.

Cavalier Productions
B 8, Hillside Manor; New Hyde Park, L.I., N.Y.; PI 6-7110; Dr. J. L. Levit, *exec. producer;* R. Miles Master, *director of photography and talent tests;* Phillips St. Clair, *technical director;* Jo Freuden, *talent promotion.* Consultants & Producers of films and films for tv. Film Tests.
Branch Office:
New York 19, N.Y., 143 West 49th St., Plymouth Bldg.; CI 7-8100, Ext. 317; Dr. J. L. Levit or R. Miles Master.

CBS Newsfilm
485 Madison Ave., New York 22, N.Y.; PL 1-2345; Sig Mickelson, *v.p.;* Howard L. Keny, *mgr.;* John M. Cooper, *Newsfilm prod.;* Bert Farrell, *ass't. Newsfilm prod.*
News Bureaus:
410 N. Michigan Ave., Chicago, Ill. George Feber.
1313 N. Vine, Los Angeles, Calif. Sam Zelman.
3214 Prospect Ave. N.W., Washington, D.C. Don Richardson.
Additional offices in London, Paris, Frankfurt, Berlin, Vienna, Rome and Tokyo.
Producer of CBS Newsfilm Library of newsfilms and stock footage.

CBS Television Film Sales, Inc.
485 Madison Ave., New York 22, N.Y.; PI 1-2345; Leslie Harris, *v.p. and gen. mgr.;* Thomas W. Moore, *Gen. Sales mgr.*
Distributor of film series.
Branch Offices:
Atlanta, Ga.; 805 Peachtree St., NE; Tr 6-0727; James McCormick
Detroit, Mich; 902 Fisher Bldg.; Tr 2-5500; Barr Sheets.
St. Louis, Mo.; 401 S. Twelfth Blvd.; Ce 1-8240; George Dieterich.
San Francisco, Calif.; Palace Hotel; Yu 2-7000; Glen H. Ticer.
Hollywood, Calif.; 1313 N. Vine St.; WE 8-3011; William Perkinson.
Chicago, Ill.; 410 N. Michigan Ave.; Wh 4-6000; Don Goldsmith.
Dallas, Tex.; 1000 Fidelity Union Life Bldg.; St 4996; Carter Ringlep.
Boston, Mass.; Statler Office Bldg.; Hu 2-2323; H. Roy Marks.

C & C Television Corporation
270 Park Avenue, New York 17, N.Y.; PL 3-5600; Matthew Fox, *pres.;* Martin Robinson, *exec. v.p.;* E. H. Ezzes, *v.p.-gen'l. sls. mgr.,* Martin Schildkraut, *treas.,* George J. Wise, *sec.*
Distributor of feature films.

Cellomatic Corp.
756 Seventh Ave., New York 19, N.Y.; PL 7-7895; Milton Rogin, *pres.;* Thomas B. Howell, *v. p.;* Joseph Kilmartin, *v. p. & sls. exec.;* George Lynn, *a. e.*
Rental of "Cellomatic," animator projector; script consultant, art service, studio photography & production.

The Bruce Chapman Co.
125 West 41st St., New York, N.Y.; WI 7-9244; Bruce Chapman, *pres.;* Edna C. Chapman, *v. p.;* Michael Alexander, *prod. mgr.*
Producer of film series and film commercials.

Charter Oak Tele-Pictures, Inc.
846 Seventh Ave., New York 19, N.Y.; CI 6-2507; Louis Cavrell, *pres.;* Ira Cavrell, *film dir.;* Otis Cavrell, *sec.*
Producer of commercials, programs, industrial, training and sales films.

Chases Pictures
15 West 44th St., New York 36, N.Y.; MU 7-5539; Herman Schlesinger, *chf. exec.*
Distributor of features and westerns.

Chertok Television, Inc.
1040 N. Las Palmas Ave., Los Angeles 38, Calif.; HO 3-5106; Jack Chertok, *pres.;* Paul MacNamara, *v. p.*
Producer of film series and commercials.

Cheryl Tv Corporation
3901 So. Genessee Ave.; Los Angeles 16, Calif.; AX 3-6341; Jack Broder, *v. p.;* John Ettlinger, *sls. mgr.,* Simon Lipson, *pres.*
Distribution of feature films.

The Christophers, Inc.
18 East 48th Street, New York 17, N.Y.; PL 9-4050; Rev. James Keller, *dir.;* Mary H. Sullivan, *tv representative.*
Producer & distributor of religious films.

Churchill-Wexler Film Productions
801 N. Seward St., Los Angeles 38, Calif.; HO 9-1576, 5-5382; Sy Wexler, Robert B. Churchill, *ps.*
Producer of theatrical shorts, commercials, industrial-educational films.

Church-Craft Pictures, Inc.
3312 Lindell Blvd., St. Louis 3, Mo.; Rev. Paul G. Kiehl, *dir.*
Producer of religious shorts.

Cineffects, Inc.
115 W. 45th St., New York 36, N.Y.; CI 6-0951; Nathan Sobel, *pres.*
Animation services.

Cinegraphics, Inc.
5 East 57th St., New York 22, N.Y.; PL 9-8620; Francis Thayer, *pres.;* Arthur Wright, *prod.*
Producer of commercials, animation, slides and telops.

Cinema-Vue Corp.
243 West 55th St., New York 19, N.Y.; JU 6-1336; Joseph P. Smith, *chf. exec.;* Francis D. Smith, *v. p. & gen. sls. mgr.;* Edward Grossman, *compt.;* Ben Kleinerman, *prod. mgr.*
Distributor of feature films, cartoons and comedy shorts.
Branch Offices:
310 S. Harwood, Dallas, Texas.
674 Alter Road, Detroit, Mich.
6000 Sunset Blvd., Hollywood, Calif.; John A. Ettlinger.
M & M Bldg., Memphis, Tenn.; F. A. Myers.

Cineque Colorfilm Lab, Inc.
424 E. 89th St., New York 28, N.Y.; SA 2-5837; Sam Marcus, *pres.*
Slide & film processing facilities.

Cinescope Films
25 Robin Hill Rd., Scarsdale, N.Y.; SC 3-3963; George L. George, *pres.*
Producers of program film and commercials.

Cine-Tele Productions
6325 Santa Monica Blvd., Hollywood 33, Calif.; HO 5-3376; Harry J. Lehman, *pres.;* Jacques Lehman, *sec.;* Jesse Davis, *prod.*
Producer of cartoons & animated commercials; industrial films in color.

Cine-Video Productions, Inc.
Cedarhurst Lane, Milford, Conn.; TR 4-6590; G. W. Ray, *pres., treas.;* Ruth E. Ray, *sec.;* Cynthia L. Ray Rieke, *v. p.;* David D. Reed, *dir. of prod.*
Production & lab services.

Clairmont Films
2122 No. Highland Ave., Hollywood 28, Calif.; HO 2-4001; Leonard Clairmont, *pres.;* Ingrid Hult, *sec.*
Producer of commercials & industrial films. News coverage & stock shots.

Bob Clampett Studio
(a division of Don Fedderson Prod.)
721 N. Bronson, Hollywood, Calif.; HO 2-6661; Bob Clampett, *creator-producer;* John R. Jacobs Jr., *bus. mgr.;* Woodrow Wilson, *assoc. bus. mgr.;* Don Messick, *prod. supvr.*
Producers of programs and commercials.

Clayton W. Cousens Productions, Inc.
36-08 33rd St., Long Island City; Clayton W. Cousens, *pres.*
Producer of industrial and commercials.

Clift Tv Films, Inc.
1564 Broadway, New York 36, N.Y.; CO 5-5058; Nathan Kramer, *pres.*
Distributor of features and tv film series.

CNC Productions, Inc.
21 West Ontario, Chicago 10, Ill.; MI 2-1833; Johnny Coons, *pres.;* William Newton, *v. p.;* Raymond Chan, *sec.-treas.*
Produce live & film shows.

Coffman Film Co.
4519 Maple Ave., Dallas, Texas; JU 3692; JU 7442; Hammond Coffman, *pres. & gen. mgr.;* Ethylleen Coffman, *v. p.;* J. L. Goggans Jr., *sec.;* Howard Greene, *prod. mgr.;* William Roper, *studio mgr.;* Joyce Tinsley, *office mgr.*
Produces film series & industrial films.
Branch Office:
1510 First National Bank Bldg., Dallas, Texas; ST 2828.

Colburn Film Services, Inc.
164 N. Wacker Drive, Chicago 6, Ill.; ST 2-7316; George W. Colburn, *pres.*
Producer of industrial films and tv commercials.

Colmes-Werrenrath Productions
540 Lake Shore Drive, Chicago 11, Ill.; MI 2-7470; Walter Colmes, Reinald Werrenrath, *p.;* Walter Colmes, *sls. mgr.;* Richard Snyder, *art dir.;* Robert Sharpe, *prod. mgr.*
Producer of film and live shows and commercials.

Colorfilm Inc.
520 N. Barry Ave., Mamaroneck, N.Y.; WE 3-3322; Richard N. Jayson, *pres.*
Processing and printing of color negatives and prints.

Combined Television Pictures, Inc.
241 S. Beverly Dr., Beverly Hills, Calif.; CR 5-1114; Alexander Bisno, *pres.;* Henry Bisno, *sec.-treas.*
Distributor of program and feature films.

Commerce Pictures Corp.
525 Poydras St., New Orleans, La.; MA 5026; Robert Wiegan, *pres.*
Producer of slides, tv commercials and industrial films.

Commodore Productions & Artists, Inc.
971 N. La Cienega Blvd., Hollywood 46, Calif.; OL 2-2995; Walter White Jr., *pres.;* Eleanor Payne, *sec.-treas.;* E. R. Woodworth, *assoc. prod.;* James Sullivan, *art dir.;* Robert Warkwick Jr., *film editor.*
Producer of industrial and theatrical films. Stock footage library.

Commonwealth Film & Television, Inc.
723 Seventh Ave., New York 19, N.Y.; CI 5-6456; Mort D. Sachett, *pres.;* Leo Gottlieb, *sls. mgr.;* Ruth Altstadter, *ass't. to sls. mgr.*
Distributor of feature films, westerns, serials, shorts and cartoons.
Branch Offices:
101 Walton St., Atlanta, Ga. (Stevens Pictures for tv); Ed Stevens (Atlanta & Dallas).
Barry-Graffman & Assoc., 203 N. Wabash Ave., Chicago, Ill.

Condor Films, Inc.
1006 Olive Street, St. Louis 1, Missouri; MA 1-8876; Arthur E. Wright Jr., *pres.;* Bradford Whitney, *v. p.;* Edgar F. Stevens, *v. p. & treas.;* Dean Moore, *prod. mgr.*
Producers of programs and slides. Sound stage and production facilities.

Consolidated Film Industries
959 N. Seward St., Hollywood 38, Calif.; HO 9-1441; Sidney P. Solow, *v. p.*
Laboratory facilities.

Corelli-Jacobs Film Music, Inc.
1600 Broadway, New York 19, N.Y.; JU 6-6673; Alfonso Corelli, *pres.;* Fred Jacobs, *v. p.*
Music and sound effects for films. Music library. Also original film music.

Coronet Films
65 E. South Water St., Chicago 1, Ill.; DE 2-7676; John Smart, pres.; A. L. Blinder, *exec. v. p.;* Ellsworth C. Dent, *dir. of distribution;* E. N. Nelsen, *sls. mgr.*
Producer and distributor of educational and non-theatrical shorts.

Tom J. Corradine Associates, Inc.
5746 Sunset Blvd., Bldg. C, Hollywood 28, Calif.; HO 2-4448; Tom J. Corradine, *pres.;* Kyle C. Thomas, *v.p. & gen. mgr.;* Philip Barry, *sls. rep.;* John Van Loan, *sls. rep.;* Doris Tate, *sec.*
Sales representative for film distributors in 11 western states and Texas, Oklahoma, Hawaii and Alaska.
Branch Offices:
George Stevens Pictures for Tv, 101 Walton St., Atlanta, Ga.
Jack Russell & Assoc., 203 N. Wabash Ave., Chicago, Ill.
Southern Tv Films, Inc., 302 M & M Bldg., Memphis, Tenn.

Cosman Productions
8355 Sunset Blvd., Hollywood 46, Calif.; CR 6-4345; Lou Costello, *pres.*
Producer of tv film series.

Jerry Courneya Productions
622 North Almont Drive, West Hollywood 46, Calif.; CR 4-5621; Jerry Courneya, *pres.;* Paul Frees, *exec. prod.;* Ed Gillette, *technical dir..*
Producer of programs, commercials & industrial films.

William G. Cox Film Enterprises
140 S. Orange Drive, Los Angeles 36, Calif.; WE 4-8590; William G. Cox, *o., producer;* Mary Dunn, *coordinator,* Garland C. Ladd, *writer dir.;* Opal Jones, *property & unit mgr.*
Producer of industrial films.

Craig Rice Enterprises, Inc.
1040 No. Las Palmas Ave., Hollywood, Calif.; HO 2-6311; Tony London, Sam Neuman, *ps.*
Producer of tv film series.

Roland D. Crandall Productions
31 Heusted Drive, Old Greenwich, Conn.; NE 7-0425; Roland D. Crandall, *pres.*
Producer of commercials.

Craven Film Corporation
446 West 43rd St., New York 36, N.Y.; BR 9-7256; Thomas Craven, *pres.;* William Robinson, *contact.*
Studio rental, recording facilities.

Thomas Craven Films, Inc.
108 West 56th St., New York, N.Y.; Thomas Craven, *pres.*
Producer of commercials and industrial films.

Creativision
1780 Broadway, New York 19, N.Y.; CI 5-4830; Victor Kayfetz. *o. & exec. prod.;* Douglas Baker, *sls. mgr.;* Robert Cooke, *animation supvsr.;* Abe Blashko, *animator.;* Seymour Posner, *editing.*
Equipment for both live and animation.

Criterion Film Laboratory, Inc.
33 West 60th St., New York 23, N.Y.; CO 5-2180; Fred Todaro, *pres.*
Processing & duplicating, reduction & editing facilities.

Bing Crosby Enterprises, Inc.
9028 Sunset Boulevard, Los Angeles, Calif.; CR 1-1171; Everett N. Crosby, *pres.;* Chas. B. Brown, *v. p.;* Basil F. Grillo, *exec. v. p.*
Producer of film series.

Shamus Culhane Productions
207 East 37th St., New York 16, N.Y.; MU 2-8243; Shamus Culhane, *pres.;* William Hurtz, *exec. prod.;* Howard H. Henkin, *sls. mgr.*
Producer of film commercials.
Branch Office:
8802 Melrose Ave., Hollywood 46, Los Angeles, Calif.; CR 4-5925; William Hurtz, *exec. prod.*

Dagger Productions
5801 South Dorchester, Chicago, Ill., Apt. 12-A; DO 3-8895; Edwin James, *pres.*
Producer of film programs.

Dalton Film Co.
813 Daniel Bldg., Tulsa, Okla.; LU 5-9973; Russell W. Kurtz.
Producer of film series.

Gordon M. Day Productions
108 East 30th St., New York 16, N.Y.; OR 9-3595; Gordon M. Day, *writer-producer;* Carol Bulkley, *dir.;* Edith Adeison, *prod. mgr.;* Leo Reich, *treas.*
Production of tv film commercials and jingles.

Dear Phoebe Productions, Inc.
c/o Alex Gottlieb Productions
7324 Santa Monica Blvd., Los Angeles 46, Calif.; OL 4-4334; Alex Gottlieb, *pres.*
Producer of film series.

Danny Dee Enterprises, Inc
400 Madison Ave., New York 22, N.Y.; PL 3-4153; Irwin N. Rosee, *pres.*
Producer of film series.

De Luxe Laboratories, Inc.
850 Tenth Ave., New York, N.Y.; CI 7-3220; Alan E. Freedman, *pres.*
Laboratory facilities.

Demby Productions, Inc.
Hotel Plaza, 1 West 58th St., New York 19, N.Y.; PL 9-2495; Emanuel Demby, *pres.;* Harvey Meltzer, *v. p.*
Producer of film series, commercials and theatrical features.

Denmac Productions, Inc.
6233 Selma Ave., Hollywood, Calif.; HO 4-4205.
Producer of film series.

Depicto Films Corp.
254 West 54th Street, New York 19, N.Y.; CO 5-7620; John Hans, *pres.;* J. R. von Maur, *exec. v. p.*
Producer of industrial films, commercials, visual presentations, slides, telops.

Desilu Productions, Inc.
846 N. Cahuenga Blvd., Hollywood 38, Calif.; Hollywood 9-5981; Desi Arnaz, *pres.;* Lucille Ball, *v. p.;* Martin N. Leeds, *exec. v. p.*
Producer of program and commercial films.
Branch Office:
555 Fifth Ave., New York 17, N.Y.; MU 7-7960.

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Midwest Division
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West Coast Division
6706 Santa Monica Blvd.,
Hollywood 38, Calif.

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Jack Douglas Productions
1631 Vista Del Mar, Hollywood, Calif.; HO 4-7574; Jack Douglas, *pres.*
Packager of live tv programs.

De Frenes Co.
1909 Buttonwood St., Philadelphia 30, Pa.; RI 6-1686; Joseph De Frenes, *pres. & sls. mgr.*; John E. De Frenes, *v. p. & prod. mgr.*; Richard De Frenes, *ass't. prod. mgr.*; Frank Heininger, *dir.*; Harry E. Ziegler, *art dir.*
Producer of commercial, program and industrial films.

Florian de Narde
3 East 57th St., New York, N.Y.; PL 3-7030; Florian de Narde, *o.*
Producer of commercial, industrial and documentary films.

Jack Denove Productions
5823 Santa Monica Blvd., Hollywood 38, Calif.; HO 4-8331; Jack Denove, *pres.*; Richard Denove, *sls. mgr.*; Robert Stevenson, Charles Bennett, *dir.*
Producer of film series and commercials.

Dephoure Studios
782 Commonwealth Ave., Boston 15, Mass.; BE 2-5722; Joseph Dephoure, *pres.*; Martin Tallberg, *sls. mgr.*
Producer of commercial, industrial-educational and news events films; slides, telops.

Louis de Rochmont Associates, Inc.
380 Madison Ave., New York 36, N.Y.; OX 7-0350; Louis de Rochmont, *pres.*
Producer of documentary and industrial films.

Walt Disney Productions, Inc.
2400 West Alameda Ave., Burbank, Calif.; VI 9-3461; Walt Disney, *chmn. of bd.*; Card Walker, *dir. of advertising*; Joseph Reddy, *publ. rel. dir.*; William Anderson, *prod. mgr.*; Jack Lavin, *casting dir.*; Bob Sunderland, *story editor.*
Producer of film series and commercials.
Branch Office:
477 Madison Ave., New York, N.Y.; Leo F. Samuels, *motion picture sales*; Albert Margolies, *pub.*

The Distributor's Group, Inc.
756 W. Peachtree St., N.W., Atlanta 8, Ga.; TR 4-1661; W. Wells Alexander, *pres.*; Russell M. Magee, *treas.*
Manufacturer of cloth for film conditioning and preservation.
Branch Office:
414 S. St. Paul St., Dallas 1, Texas; Mrs. Gerry Horne.

Dougfair Corp.
666 N. Robertson Blvd., Hollywood 46, Calif.; BR 2-2288; Alexander MacDonald, Douglas Fairbanks Jr., *pres.*
Producer of film series.

Douglas Productions
1425 So. Racine, Chicago 8, Ill.; HA 1-0409; D. P. Raymond, *exec. v. p.*; Robert Kennedy, *dir. of photography*; Sherwin Becker, *prod. mgr.*; William Bielicke, *laboratory mgr.*
Producer of industrial-educational and commercial films.
Branch Office:
925 N. Jackson, Milwaukee, Wis.; A. R. Jones, *mgr.*

D. P. M. Productions, Inc.
62 W. 45th St., New York 36, N.Y.; MU 2-0040; Maurice T. Groen, *pres.*; Ronald T. Groen, *v. p. in charge of prod.*
Producer of program, industrial and commercial films.

Dudley Television Corp.
9909 Santa Monica Blvd., Beverly Hills, Calif.; CR 1-7258; Carl W. Dudley, *pres.*; Don McNamara, *exec. v. p.*
Producer of film series and commercials; slide films; stock footage library.
Branch Office:
501 Madison Ave., New York 22, N.Y.; Bruce Newbery.

DuMont Electronicam Productions
205 East 67th St., New York 21, N.Y.; LE 5-1000; John C. Bachem, *mgr.*; Werner Michel, *dir. of prod.*; James K. Graham, *bus. mgr.*; Dan Enksen, *suprvg. prod.*; Don-Marc Trevor, *optns. mgr.*
Producer of film series and commercials.

Cal Dunn Studios
159 East Chicago Ave., Chicago 11, Ill.; WH 3-2424; Cal Dunn, *pres.*; Alan S. Lee, *prod. mgr.*
Producer of industrial films and commercials.

Dynamic Films, Inc.
112 West 89th St., New York, N.Y.; TR 3-6221; Nathan Zucker, *pres.*; Lee Bobker, *v. p.*; Lester Becker, *exec. prod.*; Helen Kristt, *film distribution*; Sol S. Feuerman, *dir., Medical Division.*
Producers of program and commercial films; theatrical short subjects; promotional and training motion pictures and slide films for industry.

East Coast Sound Studios
157 East 69th St., New York 21, N.Y.; RE 7-9200; Ezzra R. Baker, *pres.*
Producer of industrial and sales training films and commercials.

Eastern Effects, Inc.
333 West 52nd St., New York 19, N.Y.; CI 5-5280; Maurice Levy, *pres.*; Samuel Levy, *v. p.*; Max Levy, *sls. mgr.*
Producers' aid.

Eastman Kodak Co.
343 State St., Rochester 4, N.Y.; Locust 6000. Donald E. Hyndman, *sls. mgr.* motion picture film dept.
Television projectors, cameras, lenses and filters; 16mm and 35mm film.
Branch Offices:
New York 17, 342 Madison Ave. E. M. Stifle.
Hollywood 38, 6706 Santa Monica Blvd. Emery Huse.
Chicago, 130 E. Randolph Dr. Kenneth M. Mason.

Editorial Films, Inc.
270 Park Ave., New York 17, N.Y.; MU 8-2077; Babett J. Doniger, *pres.*; Roslyn Doniger, *v. p.*; Sherry Rabbino, *ass't.*
Producer-distributor of films.

Educational Film Library Association, Inc.
250 West 57th St., New York 19, N.Y.; CI 6-4467; Emily Jones, *exec. sec.*
Distributor of film shorts.

Ed-Venture Films
1122 Calada Ave., Los Angeles 23, Calif.; AN 1-1885; William E. Hines, *pres.*

FILM

Producer of educational films.

Elan-Porter Productions, Inc.
19 W. 45th St., New York 36, N.Y.; JU 2-1992; Raphael Elan, *pres.*
Producer commercials, industrial films and film series.

Electro-Chemical Products Corp.
60-T Franklin St., East Orange, NJ.; ORange 4-1060. Robert Walcutt, *pres.;* Herb Bodkin, *sls. mgr.*
Manufacture anti-static film cleaners.

Electro-Vox Recording Studios
5546 Melrose Ave., Hollywood 38, Calif.; HO 5-2189; Bert B. Gottschalk, *mgr.-o.*
Recording radio and film spots; dubbing; producer of slide films.

Elektra Film Productions, Inc.
16 E. 52nd St., New York 22, N.Y.; PL 5-3965; Abe Liss, *creat. dir.;* Samuel Magdoff, *bus. sls. mgr.*
Producer of industrial, public relations and theatre sales promotion films.

Peter Elgar Productions, Inc.
75 West 45th St., New York 36, N.Y.; JU 6-1870; Peter F. Elgar, *pres.;* Phil Frank, *v. p.;* Julius Edelman, *v. p.*
Producer of industrial-educational films and commercials.

Elliot, Unger & Elliot, Inc.
414 West 54th St., New York 19, N.Y.; JU 6-5582; Stephen Elliot, *pres. & sls. mgr.*
Producer of film commercials; print service.

Charles Elms Productions, Inc.
25 Vanderbilt Ave., New York 17, N.Y.
Producer of film commercials.

Emerson Film Corp.
540 Lake Shore Dr., Rm 412, Chicago 11, Ill.; MI 2-7470; Walter Colmes, *pres.;* John Anderson, *sls. mgr.;* James Krane, *exec. v. p.*
Producer of film commercials, series and industrial-educational films.

Emerson Yorke Studio
245 W. 55th St., New York 19, N.Y.; JU 2-2216; Emerson Yorke, *pres.*
Producer of series, shorts and features.

Emperor Films, Inc
1650 Broadway, New York 19, N.Y.; CO 5-8649; Martin Ross, *pres.*
Distributor of features.
Branch Office:
1710 N. La Brea, Hollywood, Calif.

Encyclopaedia Britannica Films, Inc.
1150 Wilmette Ave., Wilmette, Ill.; AM 2-6915; Maurice B. Mitchell, *pres.;* Fred England, *treas.;* Wilbur Edwards, *v. p. and sls. mgr.;* Robert C. Danielson, *adv. dir.*
Producer and distributor of industrial and educational films.
(Branch offices in major cities.)

Era Productions
7417 Sunset, Hollywood, Calif.; HO 2-2251.
Producer of commercials and industrial films.

Explorers Pictures Corp.
1501 Broadway, New York, N.Y.; LO 4-5592; Jules B. Weill, *pres.*
Distributor of feature film and short subjects.

Equity Film Exchanges, Inc.
922 New Jersey Ave., N.W., Washington 1, D.C.; RE 7-0776; Myron Mills, *sls. mgr.;* Ed Mills, *field rep.*
Sales representative for distributors.

Chester Erskine Productions, Inc.
7324 Santa Monica Blvd., Hollywood 46, Calif.; HO 2-6281; Chester Erskine, *pres.*
Producer of film series.

John A. Ettlinger
6000 Sunset Blvd., Hollywood 28, Calif.; HO 2-6635.
National sales representative.

Facts Forum, Inc.
1710 Jackson St., Dallas 1, Texas; RI 8-2291; Robert H. Dedman, *pres.;* David Schaffnit, *asst. to the pres.;* Allen Hundley, *radio-tv dir.*
Producer of panel series.
Branch Office:
1627 K St., N.W., Washington 6, D.C.; ST 3-3500; Robert F. Hurleigh, *in charge of prod.*

Jerry Fairbanks Productions of California, Inc.
1330 N. Vine St., Hollywood 28, Calif.; HO 2-1101; Jerry Fairbanks, *pres.;* Shull Bonsall, *v. p.;* Donald A. Dewar, *sec.*
Producer of commercials, programs and industrial films.
Branch Offices:
520 North Michigan Ave., Chicago, Ill.; WH 4-0196; Robert Kemper, *branch mgr.*
33 East 38th Street, Apt. 1-A, New York, N.Y.; OX 7-4114; Edward F. Cullen.
219 Majestic Bldg., San Antonio, Texas; CA 4-8641; Jack Mullen.

Family Films, Inc.
1364 N. Van Ness, Hollywood, Calif.; HO 4-1176.
Producer of religious series and shorts.

Family Theatre
7201 Sunset Blvd., Hollywood 46, Calif.; HO 2-1317; Rev. Patrick J. Peyton, *dir.;* James J. Ambrose, *film mgr.*
Producer-distributor of religious films "free" to stations.

Fantasy Features, Inc. (Subsidiary of Lance Productions, Inc.)
315 W. 57th St., New York 19, N.Y.; PL 7-6167; Lorren Lester, *pres.;* Samuel H. Evans, *treas.;* George Lessner, *v. p.-sec.*
Producer of puppet musical films.

Feature Productions
1440 N. State Parkway, Chicago 10, Ill.; MI 2-6015; Charles L. Acree, *managing dir.*
Producer of film series.

Don Fedderson Productions
120 El Camino Drive, Beverly Hills, Calif.; BR 2-8031; Don Fedderson, *producer;* Fred Henry, *exec. prod.;* Gerald Mayer, *ass't. prod. "The Millionaire" series;* Jim Morgan, *director, "Do You Trust Your Wife" series;* Walter Goetz, *prod. mgr., "The Millionaire" series;* John R. Jacobs Jr., *legal rep.*
Producer of film series.

Federal Telefilms, Inc.
1051 Formosa, Hollywood, Calif.; HO 7-5111; Harry Joe Brown, *exec. prod.;* Herbert Stewart, *prod. mgr.*
Producer of film series.

Gustave Feig & Co.
759 Tenth Ave., New York; N.Y.; CO 5-0800; Sydney A. Feig.
Rental of furniture and props.

Paul J. Fennell Co.
404 N. La Cienega Blvd., Los Angeles 48, Calif.; OL 2-2612; Paul J. Fennell, *prod.-o.;* John E. Burks, *tech. dir.;* Claudia M. Rinaldi, *bus. mgr.*
Produce commercial and industrial films; animation studio.
Branch Office:
40 E. 40 St., New York 16, N.Y.; LE 2-2384.

Frank Ferrin Co.
6528 Sunset Blvd., Hollywood 28, Calif.; HO 9-3628; Frank Ferrin, *o.*
Producer of film series.

Filmack Corporation
1327 S. Wabash Ave., Chicago 5, Ill.; HA 7-3395; Irving Mack, *pres.;* Bernard Mack, *sls. v.p.*
Production of film commercials and industrial films.
Branch Office:
341 W. 44th St., New York 36, N.Y.; PL 7-0900; Don Mack.

Film-Aide
509 Harrison St., Armarillo, Texas; DR 33-777; Jack D. Liston, *pres.*
Producer of film commercials.

Film Art Productions, Inc.
1032 N. Sixth St., Milwaukee 3, Wisc.; BR 6-5670; Harlan P. Croay, *gen. mgr.*
Film production facilities.

Film-Art Service
41 West 47th St., New York 36, N.Y.; CI 6-2426; Neil Sessa, *pres.*
Animation services for film producers.

Filmaster Productions, Inc.
650 N. Bronson Ave., Hollywood 4, Calif.; HO 2-7141; Robert W. Stabler, *pres.;* Glenn N. Cook, *v. p.;* Clifford Enger, *sec.;* Patricia Tracey, *treas.*
Producer of program, commercial and feature films.

Filmasters
6 East 39th St., New York, N.Y.; AC 2-9672; Bud Gamble, Edna Gambel, *p.*
Producer of film series, photographic series, commercial and industrial films.

Film Commercials, Inc.
87 Madison Ave., New York 16, N.Y.; OR 9-3970; Mr. John C. Ryder, *v. p.*
Producer of commercials.

Filmcraft Studios
8451 Melrose Ave., Hollywood 46, Calif.; OL 3-2430; Isodore Lindenbaum, *pres.;* Bill Deming, *v. p.*
Producer of film series and commercials.

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Filmeffects of Hollywood
1153 N. Highland Ave., Hollywood 38, Calif.; HO 9-5808; Charles S. Leeds, *gen. mgr.*
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Film Graphics, Inc.
245 West 55th St., New York, N.Y.; JU 6-1922; Lee P. Blair, *pres.*
Producer of commercials.

Film Images, Inc.
1860 Broadway, New York 23, N.Y.; CI 7-1877; Rosalind Kossof, *pres.*
Distributor of program film.

Filmakers, Inc.
1415 N. La Brea Ave., Hollywood, Calif.; HO 7-9296; Phil Cooper, *v. p. of sls.*
Producer of features.

Film Mechanics
619 West 54th St., New York 19, N.Y.; JU 6-0936; Harvey Patterson, *pres.*
Opticals, slides, etc.

Film Opticals, Inc.
421 West 54th St., New York 19, N.Y.; PL 7-7120; Leon Levy, *pres.;* Irene Peasley, *ass't.*
Optical effects for commercials and feature films.

Film Originals
6536 Robertson Drive, Boise, Idaho; BO 4-3602; George Oliver Smith, *o.-mgr.;* Helen Stanfield Smith, *co-o.-producer.*
Producer and distributor of program and commercial films.

Filmservice Laboratories, Inc.
6327 Santa Monica Blvd., Hollywood, Calif.; HO 2-3237; Gilbert R. Scott, *v. p.;* Lou Vincent, *v. p.;* Virgil St. Clair, *ass't. plant superintendent.*
Laboratory services.

Films of India
109 S. Edinburgh Ave., Hollywood 48, Calif.; WE 1-3822; R. M. Bagai, *pres. and gen. mgr.*
Distributor of features and shorts imported from India.

Films of the Nations Distributors, Inc.
62 W. 45th St., New York 36, N.Y.; MU 2-0040; Maurice T. Groen, *pres.;* Ronald T. Groen, *prod. mgr.*
Distributor of program film, stock shots and industrial film.

Filmways, Inc.
241 West 54th St., New York, N.Y.; PL 7-3396.
Producer of commercials and industrial films.

Filmwright Productions, Inc.
3 East 57th St., New York 22, N.Y.; EL 5-6038; Max Gladbard, *pres.*
Producer of commercials, industrial films and slides.

Fiore Films
128 Mallory Ave., Jersey City 4, N.J.; HE 2-4474; Michael A. Fiore, *pres.;* Albert A. Fiore, *v. p., sls. mgr.;* Leo Loewenthal, *co-ordinator;* Roger Burke, *distribution mgr.;* B. V. Fiore, *traff. mgr.*
Producer of commercials and industrial-educational films.

Fischer Photographic Laboratory, Inc.
6555 W. North Ave., Oak Park, Ill.; ME 7-5316; Eugene J. Fischer, *pres.;* Donald F. Fischer, *v. p.;* Joseph E. Fischer, *treas.*
Laboratory services.

Five Star Productions, Inc.
6530 Sunset Blvd., Hollywood 28, Calif.; HO 3-4807; Chet Glassley, *pres.;* Louis Huot, *v. p. & sls. mgr.;* Judy McMahan, *treas.;* Hal Burns, *v. p. & film editor.*
Producer of commercials.

Flagg Films, Inc.
5907 W. Pico Blvd., Hollywood 35, Calif.; WE 8-2101; Don Flagg, *pres.;* Mrs. Toni Phillips, *mgr.;* Hans Broecker, *dir.;* Jody Shupe, *prod. coordinator;* Tom Borden, *art dir.*
Producer of industrial-educational films, commercials, programs, documentary films, travelogues and aerial photography.
Branch Office:
(Don Flagg Productions)
155 Fell St., San Francisco 2, Calif.

Flamingo Films
509 Madison Ave., New York 22, N.Y.; MU 8-4800; Joseph Harris, *pres.;* Sy Weintraub, *exec. v. p. & sls. mgr.;* Ramon L. Hamilton, *ass't. sls. mgr.*
Distributor of features and film series.
Branch Offices:
542 Twin Oak Dr., Decatur, Ga.; Bill McDonald.
646 N. Michigan Ave., Chicago, Ill.; Charles McGregor.
9842 Lemon Ave., Dallas, Texas; Ken Rowswell.
509 Madison Ave., New York, N.Y.; Ira Gottlieb.
1741 Ivar St., Los Angeles, Calif.; David Wolper.
120 Elatan Drive, Pittsburgh, Pa.; Ken Israel.

Fleetwood Films, Inc.
10 Fiske Place, Mt. Vernon, N.Y.; MO 4-5051; Myron Bresnick, *pres.;* Martin D. Bresnick, *sls. mgr.*
Distributor of educational shorts; stock footage library.

Flicka Film Productions
1429 N. Wells St., Chicago 10, Ill.; SU 7-0077; William R. Johnson, *gen. mgr.*
Producer of industrial and animated color films.

Florman & Babb
68 W. 45th St., New York 36; MUrray Hill 2-2928. Arthur Florman and John Babb, *p.'s.*
Distributors of camera and film equipment.

Flying A Productions
6920 Sunset Blvd., Hollywood 28, Calif.; HO 9-1425; Armand Schaefer.
Producer of programs and commercials.

Focal Point Film Productions
342 Madison Ave., New York 17, N.Y.; MU 7-8717.
Producer of industrial films.

Fordel Films, Inc.
1187 University Ave., New York 52, N.Y.; LU 8-5100; Clifford F. Potts, *pres.;* Gordon Hessler, *v. p., prod. mgr.;* Richard A. Kent, *sls. mgr.;* Enid Borde, *treas.*
Producer of industrial films, commercials and programs.

Fortune Features, Inc.
1501 Broadway, New York 36, N.Y.; LO 4-5592; Jules B. Weill, *pres.;* Sam Greller, *sls. mgr.;* Monty Raphaelson, *head booker;* LO 4-5583.
Distributor of feature films.
Branch Offices:
5746 Sunset Blvd., Hollywood 28, Calif.; HO 2-4448; Tom Corradine.
203 N. Wabash Ave., Chicago 1, Ill.; CE 6-1805; Ben Barry.
309 N. 13th St., Philadelphia 7, Pa.; LO 7-2698; Robert Gabriel.
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1109 Binz, Houston 4, Texas; JA 3-3069; Nathan A. Zelikow.

Fotovox, Inc.
1447 Union Ave., Memphis 4, Tenn.; BR 5-3192; Elston S. Leonard, *pres.;* Peter J. Harkins, *sls. mgr.;* Frank Berfield, *prod. mgr.*
Producer of industrial-educational films and commercials.

Foundation Films Corp.
Citizens Bank Bldg., Pasadena, Calif.; SY 6-2649; John I. Bolen, *chairman of the bd.;* Richard D. Pearsall, *pres.;* Eldon L. Eby, *sec.-treas.*
Producer-distributor of religious motion pictures.

Four Star Films, Inc.
9336 Washington Blvd., Culver City, Calif.; VE 8-2174; William Cruikshank, *pres.;* Walter A. Tibbals, Dick Powell, Charles Boyer, David Niven, Ida Lupino, *v. p's.;* Bill Steinmetz, *pub. rel. dir.;* Lloyd Richards, *v. p. chg. prod.;* Warren Lewis, *prod.-dir. staff.*
Producer of film series, industrial films and commercials.

Fox Movietone News, Inc.
460 West 54th St., New York, N.Y.; CO 5-7200; W. C. Michel, *pres.;* Edmund Reek, *v. p. chg. prod.;* Frank Barry, *ass't. prod.*
Producer of newsreels, film commercials; stock footage library.

Walt Framer Productions
1150 Avenue of the Americas, New York 36, N.Y.; Walt Framer, *prod. chf.*
Program packager.

Sundel Frank
111 East 78th St., New York 21, N.Y.; MU 7-2722; Sundel Frank, *pres.*
Sales representatives for films.

Franklin Television Productions
1454 Peerless Pl., Los Angeles, Calif.; CR 4-5279; John Jay Franklin, *prod.*
Producer of feature films and commercials; stock footage library.

Branch Offices:
Gustive Gustaffson, Northern Film Service, Stillwater, Minn.; *representative for Sweden, Norway, Germany.*
628 Mead Bldg., Portland, Ore.; H. S. Jacobson.
Bagnall & Assoc., 827 Olympic Blvd., Beverly Hills, Calif.
Philip R. De Bois, 49 West 45th St., New York, N.Y.

Fremantle Overseas Radio & Television, Inc.
366 Madison Ave., New York 17, New York; MU 7-4344; Paul Talbot, *pres.*
Distributor of American tv film shows in markets outside the United States.
Branch Offices:
Televicentro, Ave. Chapultepec 18, Mexico D. F., Mexico City, Mexico; Tel. 18.50.20; Rene Anselmo, *director.*
108 Peter Street, Toronto, Canada; EM 4-6990; Ralph Ellis.
59 Ebury St., London SW 1, England; SL 5317; Lane Blackwell, *director, British & European operations.*

French Cultural Services
972 Fifth Ave., New York 21, N.Y.; RE 7-9700; Ruth Cornfield.
Distributor of short films.

Denson Frey and Affiliates
12 E. 41st St., New York 17, N.Y.; MU 3-3295; Erwin M. Frey, *pres.;* H. Young, *v. p.;* B. S. Zinn, *treas.;* G. B. Adams, *sec.*
Producer-distributor of industrial films.

Jack A. Frost
234 Piquette Ave., Detroit 26, Mich.; TR 3-8030; Jack A. Frost, *pres.;* Susie Taube, *sls. mgr.;* Francis McGivern, *prod. mgr.*
Lighting facilities.

Allen A. Funt Prod.
100 Central Park South, New York 19, N.Y.; JU 6-5227; Allen A. Funt, *pres.*
Producer of film series.

Galbreath Picture Productions, Inc.
2905 Fairfield Ave., Ft. Wayne 6, Indiana; HA-4147; Richard E. Galbreath, *pres.;* Clyde L. Krebs, *v. p.*
Producer of film series, commercials and slides.

Gallagher Films, Inc.
137 N. Oakland Ave., Green Bay, Wisc.; HE 7-1307; James C. Gallagher, *pres.*
Producer of commercials and industrial films.
Branch Office:
4712 W. Burleigh, Milwaukee, Wisc.; UP 3-9932; Lowell Ramge.

Gallu Productions
c/o General Service Studios, 1041 N. Las Palmas, Hollywood, Calif.; HO 7-3111; Sam Gallu, *prod.*
Producer of film series.

William J. Ganz Co., Inc.
40 East 49th St., New York 17, N.Y.; William J. Ganz, *pres. & sls. mgr.;* Herbert R. Dietz, *gen. mgr. & prod.;* Jean Pomerance, *compt.*
Producer of educational-industrial films and commercials.

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ABRAHAM SIMMONS couldn't feel the frost that lined his tiny stone cage and froze his dank bed, or taste the swill they fed him, or chafe at his iron chains—so his keepers said. He was a madman.

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1859 Powell St., San Francisco 11, Calif.; SU 1-8464; Alvin J. Gordon, *pres.;* Darley F. Gordon, *sec.*
Distributor of educational films.

G. & W. Television Productions
c/o Lakeside Television Co., Inc.
1465 Broadway, New York 36, N. Y.
LO 5-4582.
Distributor of film series and features.

General Aniline & Film Corp.
230 Park Ave., New York 17, N.Y.; John H. Hilldring, *pres.*
Manufacturer of motion picture films.

General Artists Corp.
1270 Sixth Ave., New York 20, N.Y.; CI 7-7543; Thomas G. Rockwell, *pres.;* Milton Krasny, *v. p.*
Representative of talent and programs.
Branch Office:
9650 Santa Monica Blvd., Beverly Hills, Calif.

General Film Laboratories Corp.
1546 N. Argyle Ave., Hollywood 28, Calif.; HO 2-6171; G. Carleton Hunt, *pres.;* Hans De Schulthess, *sec.-treas.;* Robert G. Goodwin, *v. p.;* Alton A. Brody, *sls. dir.*
Laboratory services.

General Pictures Productions, Inc.
1702 Keo Way, Des Moines, Iowa; AT 8-2113; D. H. Bonine, *v. p.—chg. of laboratory;* William H. Schultz, *v. p.—chg. of prod.*
Laboratory and sound services; producer of programs.

General Service Studios
1040 N. Las Palmas, Hollywood 38, Calif.; HO 7-3111; James Nasser, *pres.;* George Nasser, *v. p.*
Studio rental.

Gerald Productions, Inc.
421 W. 54th St., New York 19, N.Y.; CO 5-6759; Gerald Auerbach, *pres.*
Producer of feature, program and commercial films; stage facilities.

W. J. German, Inc.
Jane St., Fort Lee, N. J.; LOngacre 5-5978. William J. German, *pres.;* M. B. Reilly, *exec. v.p.;* Louis A. Bonn, *v.p.*
Agent for the sale and distribution of Eastman motion picture films.
Branch Offices:
Chicago 30, 6040 N. Pulaski Rd.; IRving 8-4064. Thomas L. Gibshon, *v.p.*
Hollywood 38, 6677 Santa Monica Blvd.; HOllywood 4-6131. *V.p.'s:* E. O. Blackburn, G. H. Gibson, J. L. Courcier and H. E. Pratt.

Mitchell Gertz Agency, Inc.
338 N. Rodeo Drive, Beverly Hills, Calif.; CR 4-5491; Mitchell Gertz, *pres.;* Esther Clarke, *ass't. to pres.*
Artist representative; producer-distributor of film series.

John E. Gibbs Co., Inc.
1270 Sixth Ave., New York 20, N.Y.; PL 7-5959; John Gibbs, *pres.*
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HOllywood 4-6131

Globe Tv Corp.
425 S. Beverly Dr., Beverly Hills, Calif.; CR 5-0186; Edward Sherman, *pres.;* Samuel Markovitch, *v. p.-treas.*
Distributor of theatrical features.

Gold Medal Studios
807 East 175th St., Bronx, N.Y.; CY 9-5500; Martin Poll, *contact.*
Studio rental for theatrical motion pictures.

Mel Gold Productions, Inc.
1639 Broadway, New York 19, N.Y.; JU 6-5444; Melvin L. Gold, *pres.;* Martin Rich, *prod. supvr.;* Stan M. Cole, *sls. mgr.*
Producer of programs and commercials.

Jack Goldberg Productions
380 Madison Ave., New York, N.Y.; OX 7-2590.
Distributor of feature films.

Golden Key Productions, Inc.
1921 Hillhurst Ave., Hollywood 27, Calif.; NO 3-9421; Dr. Gene Spiller, *pres.;* Charles S. Davis, *v. p. (sls.).*
Producer-distributor of commercials and industrial films.

Nat C. Goldstone Productions, Inc.
404 No. Roxbury Drive, Beverly Hills, Calif.; Nat C. Goldstone, *pres.*
Producer of film series.

Goldswan Productions, Inc.
730 Fifth Ave.; New York 19, N.Y.; CI 7-3380; Chuck Goldstein, *pres.;* Bob Swanson, *v. p.;* Marian Baldwin, *sls. dir.*
Producer of musical commercials.

Samuel Goldwyn Studios
1041 North Formosa Ave., Los Angeles 46, Calif.; HO 7-5111; Samuel Goldwyn, Frances Goldwyn, James A. Mulvey, *gen. ps.;* Robert V. Newman, *gen. mgr.*
Complete studio production and sound facilities.
Branch Office:
1270 Sixth Ave., New York 20, N.Y.; PL 7-7900.

Gommi-Tv, Inc.
305 East 47th St., New York 17, N.Y.; EL 5-7650; Albert Gommi, *pres.;* Ted R. Lazarus, *v. p.;* Arnold Gottlieb, *sec.-treas.;* Joseph Long, *photogrphr.;* Bernard Gray, *photographr.*
Films for tv and industry specializing in "food and allied products"; still photography and film strips.

Harry S. Goodman Productions
19 East 53rd St., New York 22, N.Y.; PL 5-6131; Harry S. Goodman, *gen. mgr.;* Everett Goodman, *sls. mgr.;* Stuart M. Wilson, *tv dir.;* William Baron, *traff. mgr.*
Producer of film commercials; distributor of film series.
Branch Office:
c/o Morton Productions
64 E. Lake St., Chicago 1, Ill.; CEntral 6-4144; Mort Jacobson, *mgr.*

Goodson-Todman Productions
41 East 57th St., New York 22, N.Y.; PL 1-0600; W. S. Todman, Mark Goodson, *p.'s.*
Producer of live and film series.

Gotham Recording Corp.
2 West 46th St., New York 36, N.Y.; JU 6-5577; Herbert M. Moss, *pres.*
Studio rental.

Alex Gottlieb Productions
7324 Santa Monica Blvd., Hollywood, Calif.; OL 4-4334; Alex Gottlieb, *pres.*
Producer of film series.

Governor Television Attractions, Inc.
151 West 46th St., New York 36, N.Y.; JU 6-3675; Arthur Kerman, *pres.*
Distributor of series and features.
Branch Offices:
Barry-Grafman & Assoc., 203 N. Wabash Ave., Chicago, Ill.; Ben Barry, Howard Grafman.
Phil Dooper, 1693 Marmont Ave., Hollywood, Calif.; Zison Enterprises, 2310 Cass Ave., Detroit, Mich.; Michael Zide.
Nathan Zilikow, 1109 Binz St., Houston, Texas.

Grantray-Lawrence Animation, Inc.
1537 North La Brea, Hollywood 28, Calif.; HO 9-7968; Ray Patterson, *pres.;* Robert L. Lawrence, *v. p.;* Grant Simmons, *sec. treas.*
Animation and film commercials.

Graphia Productions
127 Montgomery St., San Francisco 4, Calif.; SU 1-1127; Kathleen K. Rawlings, *prod.*
Producer of industrial-educational films and commercials.

Gray-O'Reilly Studios
480 Lexington Ave., New York 17, N.Y.; PL 5-2060; Johnn F. O'Reilly, *v. p.;* James E. Gray, *sls. mgr. & v. p.*
Producer of industrial films and commercials.

Abner J. Greshler Productions
Crowell-Collier Bldg., 8701 Wilshire Blvd., Beverly Hills, Calif.; OL 2-3012; Abner J. Greshler, *pres.*
Producer of film commercials; producer-distributor of program films.
Branch Office:
1270 Sixth Ave., New York 20, N.Y.; CI 7-3025.

Gross-Krasne, Inc.
650 North Bronson Ave., Los Angeles 4, Calif.; HO 2-7141; Jack Gross, *pres.;* Philip N. Krasne, *v. p.;* Mickey Gross, *v. p.*
Producer of film series and features.

John Guedel Productions
8321 Beverly Blvd., Los Angeles 48, Calif.; WE 6-6291; John Guedel, *pres.;* Irvin Atkins, *v. p.*
Producer of film series.

Guffanti Film Labs
630 Ninth Ave., New York, N.Y.; COlumbus 5-5530. Paul Guffanti, *pres.*
Complete lab service for processing of 35mm and 16mm b&w and color film.

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Producer-distributor of film series and "free" films to stations.
Branch Office:
880 Bergen Ave., Jersey City 6, N.J.

Guild Films Company, Inc.
460 Park Ave., New York 22, N.Y.; MU 8-5365; Reuben R. Kaufman, *pres.;* Art Gross, *adm. asst. to pres.;* John Cole, *v.p. in chg. of sls.;* Lou Shainmark, *public relations and adv. dir.;* Wally Gould, *dir. commercials div.*
Producer-distributor of film series, features and commercials.
Branch Offices:
8255 Sunset Blvd., Hollywood, Calif.; HO 9-2251; Dalton Danon.
280 East Jackson Blvd., Chicago, Ill.; WA 2-1803-4; Bob DeVinny.
7609 Sni-A-Bar Terrace, Kansas City, Mo.; WA 3-4319, Vic Pack.
Osgood Road, R.F.D. #2, Exeter, N. H.; PR 2-5850; Fred Yardley.
1001 Leader Bldg., Cleveland, Ohio; SU 1-8388; Ted Swift.
611 N. Tilamook, Portland, Ore.; AT 4-4255; Merriman Holtz.
418 Saluda, Columbia, S. C.; 6-8956; Herb Pearson.
3020 Fairmont St., Dallas, Texas; ST 4-007; Bruce Collier.
Caldwell Television Film Sales, 447 Jarvis St., Canada; WA 2-2103.
Geoffrey Bernerd, 189 Regent St., England; REgent 4574.

Harris-Tuchman Productions
751 N. Highland Ave., Hollywood 38, Calif.; WE 6-7189; Ralph G. Tuchman, *pres. & sls. mgr.;* Fran Harris, *creat. dir.;* Fred Golt, *prod. supvr.*
Producer of commercials, slides and industrial-educational films.

Lawrence Hammond Productions, Inc.
455 E. 51st St., New York 22, N.Y.; PL 9 2210; Lawrence Hammond, *pres.*
Producer of commercials and industrial films.

The Jam Handy Organization, Inc.
2821 E. Grand Boulevard, Detroit 11, Mich.; TR 5-2450; Jamison Handy, *pres.;* Oliver Horn, *exec. v.p.;* George Finch, *v.p. sls. development;* Vince Herman, *v.p. television.*
Production of industrial films and film commercials. Motion picture planning production, script writing, utilization, distribution.
Branch Offices:
230 N. Michigan Ave., Chicago 1, Ill.; ST 2-6757; Harold Dash.
310 Talbott Bldg., Dayton 2, Ohio; AD 6289; Jack Seelye.
1402 Ridgewood Pl., Hollywood 28, Calif.; HO 3-2321; Melvin Bassett.
1775 Broadway, New York 19, N.Y.; JU 2-4060; W. Riley.

Hartley Productions, Inc.
339 East 48th St., New York City 17, N.Y.; EL 5-7762; Irving Hartley, *pres. & v. p.;* Elda Hartley, *sec.-treas.*
Producer of program film and slides; distributor of public service films.

Hearst Metrotone News, Inc.
450 West 56th St., New York 19, New York; PL 7-4120; C. B. Stratton, *exec. v. p.;* William P. Montague, *prod. supvr.;* Harry C. Robert, *sports editor;* Charles E. Shutt, *Washington D.C. bureau mgr.;* Editorial Department: John Michon, Marshall B. Davidson, Robert Leckie, Nick Archer.
Producer of newsfilm.
Branch Offices:
1325 South Wabash Ave., Chicago 5, Ill.; WA 2-1524.
739 Occidental Life Building, 1151 South Broadway, San Francisco, Calif.; DO 2-4319.
1905 Fairview Ave., N.E., Washington D.C.; DI 7-0254.

Hoffberg Productions, Inc.
362 West 44th St., New York 36, N.Y.; CI 6-9031-32; Jack Hoffberg, *pres.*
Producer-distributor of special tv formats.

Hollywood Film Enterprises, Inc.
6060 Sunset Blvd., Hollywood 28, Calif.; HO 4-2181; Mickey Kaplan, *pres.;* Robert Warde, *v. p.;* Thomas H. Emmett, *sec.-treas.*
Film processing facilities; distributor of programs.

Holland-Wegman Productions
197 Delaware Ave., Buffalo 2, N.Y.; MA 7411; Sheldon C. Holland, *p.;* Edward J. Wegman, *p.*
Producer of commercials and industrial films.

Home Craft Films
5009 Libbit Ave., Encino, Calif.; ST 4-7150; Gerald W. Bruce, *pres.;* Irving X. Burg, *ex-vice-pres.;*
Women's service programming.
Branch Office:
805 Chatham Rd., Glenview, Ill.

Howard Radio-Tv Productions
123 W. Chestnut St., Chicago 10, Ill.; MI 2-0128; Bernard Howard, *o.*
Producer of programs and commercials.

Sandy Howard Productions
853 Seventh Avenue, New York City 19, N.Y.; JU 6-6610; Sandy Howard, *pres.*
Packagers and producers of film programs.

Howco Productions, Inc.
120 S. Poplar St., Charlotte, N.C.; FR 5-6051; J. Francis White, *pres.*
Producer of film programs.

Hubbard Hunt Productions
1459 N. Seward, Hollywood 28, Calif.; HO 5-8444; HO 5-5478.
Producer of commercials and programs.

Hygo Television Films, Inc.
1501 Broadway, New York 36, N.Y.; LO 4-8234; Jerome S. Hyams, *pres.;* Robert Seidelman, *gen. sls. mgr.*
Distributor of feature films.
Branch Offices:
9100 Sunset Boulevard, Los Angeles 46, Calif.; CR 4-6955; Richard Bush, *West Coast Divisional sls. mgr.*
709 Fox Theatre Bldg., Detroit, Mich.; WO 1-3979; Stanley Dudelson, *Mid-Western Divisional sls. mgr.*

Hallmark Productions, Inc.
9100 Sunset Blvd., Los Angeles 46, Calif.; CR 1-6000; Kroger Babb, *pres.*
Producer-distributor of film series.

Hamilton Productions
120 Broadway, New York, N.Y.; CO 7-4523; Mr. Osterman, *mgr.*
Distributor of foreign language films.

Handel Film Corp.
6926 Melrose Ave., Hollywood 38, Calif.; WE 6-5924; Leo A. Handel, *pres.;* John Mansure, *v. p.;* Monroe Manning, *sec.*
Producer-distributor of film series; producer of commercials.

Harriscope, Inc.
355 N. Beverly Dr., Beverly Hills, Calif.; CR 6-4632; Burt I. Harris, *pres. & sls. mgr.;* Connie Coleman, *advtg. dir.;* Norman Retchin, Harry Kaye and Abbott London, *assoc. prod.*
Producer-distributor of program films.
Branch Offices:
Barry-Grafman, 203 N. Wabash Ave., Chicago, Ill.; Howard Grafman, Ben Barry.
Videofilm Assoc., 821 Market St., San Francisco, Calif.; James Diamond, *mgr.*

Bob Hawks
1623 South Main St., Tulsa, Okla.
Producer of commercials.

Hawley-Lord, Inc.
205 East 43rd St., New York 17, N.Y.; OX 7-2520; Lewis D. Abbott, *pres.*
Producer of theatrical shorts.

H-D Productions, Inc.
1680 N. Vine St., Hollywood 28, Calif.; HO 9-7193; J. Hugh E. Davis, *pres.*
Producer of film series and theatrical films.

H-L Productions
c/o George Bagnall & Associates, Inc.
8827 Olympic Blvd., Beverly Hills, Calif.; Karl Herzog, *prod.*
Producer of film series.

Paul Hoefler Productions
7934 Santa Monica Blvd., Hollywood 46, Calif.; HO 9-2001; Paul L. Hoefler, *pres.;* E. M. Bennett, *sls. mgr.*
Producer of industrial-educational films.

Hollywood Television Service, Inc.
4020 Carpenter St., N. Hollywood, Calif.; PO 3-8807; Earl R. Collins, *pres. & sls. mgr.;* Lester J. Nelson, *sec.-treas.;* Richard G. Yates, *v. p., N.Y. office.*
Distributor of theatrical features and serials; distributor of tv program series, commercials and industrial films. Studio facilities.
Branch Offices:
162 Walton St., Atlanta, Ga.
40 Piedmont St., Boston, Mass.
505 Pearl St., Buffalo, N.Y.
227 W. 4th St., Charlotte, N.C.
1304 Wabash Ave., Chicago, Ill.
1632 Central Pkwy., Cincinnati, O.
450 Film Bldg., Cleveland, O.
412 S. Harwood, Dallas, Texas.
2145 Broadway, Denver, Colo.
1205 High St., Des Moines, Iowa.
2211 Case Ave., Detroit, Mich.
444 N. Illinois St., Indianapolis, Ind.
215 W. 18th St., Kansas City, Mo.
1926 S. Vermont, Los Angeles, Calif.
397 Second St., Memphis, Tenn.
1131 N. 8th St., Milwaukee, Wis.
1104 Currie Ave., Minneapolis, Minn.
132 Meadow St., New Haven, Conn.
150 S. Liberty St., New Orleans, La.

630 Ninth Ave., New York 19, N.Y.
718 W. Grand, Oklahoma City, Okla.
248 N. Clarion, Philadelphia, Penn.
1709 Blvd. of Allies, Pittsburgh, Pa.
3320 Olive St., St. Louis, Mo.
2420 Second Ave., Seattle, Wash.
214 E. 1st South St., Salt Lake City, Utah.
221 Golden Gate, San Francisco, Calif.
115 S. Franklin St., Tampa, Fla.
203 Eye St., N.W., Washington, D.C.

Hollywood Spotlite Newsfilm Service, Inc.
607 N. La Brea Ave., Los Angeles 36, Calif.; WE 8-2191; Jack Siegal, *pres.;* Al Walker, *sec.-treas.*
Producer of film series; public relations films and newsreel coverage of industrial events.

Howell-Rogin Cellomatic
756 Seventh Ave., New York 19, N.Y.; PL 7-7895; Milton Rogin, *pres.;* George Lynn, *a.e.;* Joseph Kilmartin, *sls.;* Jack Seery, *chg. of tv.*
Producer of live commercials.

Hullinger-Casselberry Productions, Inc.
Evening Star Television Center, 4461 Connecticut Ave., N.W., Washington 8, D.C.; EM 3-2536; KE 7-1100; Edwin Ware Hullinger, *pres. & exec. prod.;* Dr. Wm. S. Casselberry, *bd. chmn.;* Mrs. Alta Casselberry, *treas.;* Eugene F. Mullin Jr., *sec.;* Ted Berkman, *scripts;* Bert Spielvogel, *dir. photography.*
Producer of film series; industrial films.

I. F. E. Studios, Inc.
233 West 49th St., New York 19, N.Y.; CO 5-2017; Dr. Renato Gualino, *pres.;* E. R. Zorgniotti, *exec. v. p.*
Sound studio for rent.

Imperial World Films, Inc.
49 East Oak St., Chicago 11, Ill.; MI 2-6200; R. W. Davis, *chmn. bd. of dir.;* S. H. Davis, *pres.;* Gene Lukes, *sls. mgr.;* T. J. Fuller, *compt.;* A. Zabinski, *film library coordinator.*
Producer-distributor of film series, commercials and industrial-educational films.

I.M.P.S., Inc.
515 Madison Ave., New York 22, N.Y.; EL 5-6620; Ben Gradus, *pres. & sls. mgr.;* Walter Sachs, *prod. supvr.*
Producer of commercials, and industrial, documentary and theatrical films.

Indian Productions
c/o Roy Rogers Frontier Productions, Goldwyn Studios, 1051 Formosa, Hollywood, Calif.; HO 7-5111; Michael North & W. Arthur Rush, *exec. prod.*
Producer of film series.

International Marketeers, Inc.
I.M.I. Building, 2432 Iowa St., Cincinnati 6, Ohio; UN 1272; Edward J. Stern, *pres.;* Millard Segal, *sls. mgr.;* D. F. Krautter, *promotion dept.;* D. L. Schulman, *prod. mgr.*
Export distributor-producers of film series with foreign sound tracks.
Branch Office:
488 Madison Ave., N.Y.

International News Service
235 East 45th St., New York 17, N.Y.; MU 7-8800; Kingsbury Smith, *gen. mgr.;* Robert H. Reid, *mgr. of tv dept.;* Robert W. Brown, *bus. mgr.;* Kenneth Smith, *prom. mgr.*
Distributor of film news and sports series.
Branch Offices:
1010 Glenn Bldg., Atlanta, Ga.
Capitol Press Rm., Austin, Tex.
5 Winthrop Sq., Boston, Mass.
415 Hearst Bldg., Chicago, Ill.
1013 Rockwell Ave., Cleveland, Ohio.
30 E. Broad St., Columbus, Ohio.
1217 Texas Bank Bldg., Dallas, Tex.
512 Denver Post Bldg., Denver, Colo.
306 Flynn Bldg., Des Moines, Iowa.
620 Times Bldg., Detroit, Mich.
Patriot News Bldg., Harrisburg, Pa.
721 Main St., Hartford, Conn.

Inter-Continental Tv Films Corp.
200 W. 57th St., New York, N.Y.; Martin H. Poll & Ed Gruskin, *p.*
Distributor of film series.

Italian Films Export, Inc.
1501 Broadway, New York 36, N.Y.; LO 4-4840; Eugene R. Zorgniotti, *exec. v. p.;* Ralph B. Serpe, *dir. tv dept. & prod.*
Importer of tv series and theatrical features and shorts; film library.

Ideal Pictures, Inc.
58 E. South Water St., Chicago 1, Ill.; FI 6-5480; Paul R. Foght, *pres. gen. mgr.;* Doris A. Gavenda, *adv. dir.*
Distributor of motion picture film; 16mm library.
Branch Offices:
52 Auburn Ave., N.E., Atlanta 3, Georgia; JA 3-7643; George E. Dean.
102 W. 25 St., Baltimore 18, Md.; TU 9-9963; Nelson C. White.
2161 Shattuck Ave., Berkeley 4, Calif.; TH 3-6464; Eddie Nakagama.
40 Melrose St., Boston 16, Mass.; HA 6-1133; Jerry Wells.
1558 Main St., Buffalo 9, N.Y.; GA 3782; W. C. Kirkpatrick Jr.
58 E. South Water St., Chicago 1, Ill.; FI 6-5245; Virgil N. Price.
1205 Commerce St., Dallas, Texas; PR 2115; Lyle F. White.
714 — 18th St., Denver 2, Colo.; TA 5-5525; Hal F. Stewart.
1108 High St., Des Moines, Iowa; 4-6241; J. Howard Orth.
13400 W. McNichols Rd., Detroit 35, Mich.; UN 3-7163; Charles W. Dobbertin.
1370 S. Beretania St., Honolulu, T. H.; 65336; O. H. Strauser Jr.
1402 Locust St., Kansas City 6, Mo.; HA 1-2481; W. P. Humston; Mrs. E. S. Bell.
4336 W. Sunset Blvd., Los Angeles 29, Calif.; NO 5-5297; Eugene A. Balcom.
422 W. Liberty St., Louisville 2, Ky.; CL 3859; Carroll M. Hadden.
137 Park Ave., W. Mansfield, O.; 3276-6; Larry E. Skeese.
18 S. Third St., Memphis 3, Tenn.; 37-4313; Stanley L. Nolan.
1331 N. Miami, Miami 32, Fla.; FR 4-8173; Jack Spire.
1915 Chicago Ave., Minneapolis 4, Minnesota; FE 8-8965; Robert L. Komarek.
1608 St. Charles Ave., New Orleans 13, La.; CA 0294; W. Mayer, Edgar Roussel Jr.
233-239 W. 42nd St., New York 36, N.Y.; LA 4-0916; Walter J. Dauler.
214 Third Ave., Pittsburgh 22, Pa.; Grant 1-3313; Albert G. Karel.
1239 S.W. 14th Ave., Portland 5, Ore.; CA 8-3210; Robert F. Mirabella.
219 East Main St., Richmond 19, Va.; 7-2973; Dan Browning.
3743 Gravois Ave., St. Louis 16, Mo.; PR 2-5527; R. L. McArthur.
54 Orpheum Ave., Salt Lake City, Utah; EL 5-3364; Robert A. Webb.

Information Productions, Inc.
5 East 57th St., New York 22, N.Y.; PL 1-1710; Thomas H. Wolf, *pres.;* Alfred Butterfield, *dir.;* Lee Hazen, *sec.-treas.;* Robert Asman, *prod. mgr.;* Deborah York, *office mgr.*
Producer of film programs and commercials; production facilities.

Information Service of India
2107 Massachusetts Ave., N.W., Washington 8, D.C.; CO 5-5050; K. B. Tandan, *public relations attache.*
Films loaned and rented.
Branch Offices:
3 East 65 St., New York City 21, N.Y.; TR 9-7800; Asoka Dutt, *press attache.*
417 Montgomery Street, San Francisco 4, Calif.; YU 2-7036; S. N. Hussain, *press attache.*
58 East South Water St., Chicago 1, Ill.; Ideal Pictures, Inc., Att. P. K. Tobin.

Institute of Visual Training, Inc.
40 East 49th St., New York City 17, N.Y.; EL 4-1443; William J. Ganz, *pres.;* Herbert R. Dietz, *prod. mgr.;* Vincent J. Capuzzi, *distribution mgr.*
Producer-distributor of industrial films.

International 16mm Corporation
165 West 46th St., New York 36, N.Y.; PL 7-2265; Patrick E. Shanahan, *pres.;* George Blake, *sec.*
Distributor of short subjects.

International Film Bureau, Inc.
57 East Jackson Blvd., Chicago 4, Ill.; WA 2-1648; Wesley H. Greene, *pres.;* Marguery M. Weiss, *sec.;* Barbara Bonner, *tv dep't.*
Distributor of program and educational films.

International Film Foundation
270 Park Ave., New York 17, N.Y.; PL 3-1760; Julien Bryan, *exec. dir.*
Producer of short subjects.

Interstate Television Corporation
445 Park Ave., New York, N.Y.; MU 8-2545; G. Ralph Branton, *pres.;* Lloyd L. Lind, *v. p. & nat'l. sls. mgr.*
Producer-distributor of program films.
Branch Offices:
1250 South Wabash, Chicago, Ill.; WA 2-7937; Paul Blair.
304 South Harwood Street, Dallas, Texas; PR 1658; Jay Rubin.
130 West 18th St., Kansas City, Mo.; HA 2305; Bill Kahan.
1635 Central Parkway, Cincinnati, Ohio; PA 0179; Dick Ostrander.
3207 Friendly Road; Greensboro, N.C.; GR 3-7551; Henry (Hank) Profenius.
4375 Sunset Drive, Hollywood, Calif.; NO 2-9181; Robert Newgard.
445 Park Ave., New York, N.Y.; MU 8-2545; Lou Bantle.
King Edward Hotel, Toronto, Canada; EM 6-6221; George Oullahan.

Inter-Tv Films, Ltd.
1410 Stanley Street, Montreal, P.Q., Canada; PL 4868; Marcel Leduc, *pres.;* Robert A. Jouglet, *exec. v. p.;* Jules Dupre, *sec.;* Jean Thys (Mr.), *treas.*

FILM

Producer-distributor of program films.
Branch Office:
133 East 54th St., New York 22, N.Y.; PL 9-5543; International TV Film Services, Ltd.; Norman C. Nicholson, *exec. v. p.*; Olga Lampard, *sec. and treas.*

Riley Jackson Productions
6253 Hollywood Blvd., Hollywood 28, Calif.; HO 3-2324; Riley Jackson, *pres.*
Producer of programs, commercials and industrials.

Jamieson Film Co.
3825 Bryan St., Dallas 4, Tex.; TE 8158; Bruce Jamieson, Hugh V. Jamieson, Jr., *chf. execs.*
Producer of film series and commercials.

Janard Productions
c/o Desilu Productions, 846 Cahuenga Blvd., Hollywood, Calif.; HO 9-5981; Arthur Standler, *prod.*
Producer of film series.

Jan Productions, Inc.
5823 Santa Monica Blvd., Hollywood 38, Calif.; HO 4-8331; Ann Fairleigh, *pres.*; Richard Denove, *bus. mgr.*
Producer of film series.

Michael Jary Productions
11 West 42nd St., New York 36, N. Y.; PE 6-0427; Jay Frankel, *N. Y. rep.*
Producer of film series in foreign countries.

Jason-Bennett Associates
35 East 64th St., New York, N. Y.; LE 5-2200; R. Jason Phillips, *pres. & sls. mgr.*; Maggie Sullivan, *chg. prod.*
Producer of film series and commercials.

Jenfred, Inc.
36 West 57th St., New York 19, N. Y.; CI 7-1429; Claude Frederick, *pres.*; Grace Voss Frederick, *sls. mgr.*
Slide library.

Dallas Jones Productions, Inc.
1725 North Wells St., Chicago 14, Ill.; MO 4-5525; Dallas Jones, *pres.*; Richard Bowen, *bus. mgr.*
Producer of industrial films and commercials.

Jewell Radio and Television Productions
540 North Michigan, Chicago 11, Ill.; MO 4-5757; James E. Jewell, *pres.*
Producer of programs, commercials and industrials.
Branch Office:
3062 Penobscot Bldg.; Detroit 26, Mich.; WO 3-0617; W. Ralph Jewell, *v.p.*
Landmark Production, 1040 North Las Palmas, Hollywood, Calif.; HO 7-3111; Michael Baird, *mgr.*; Lewis Foster, *dir.*

K & S Films, Inc.
1077 Celestial St., Cincinnati 2, Ohio; MA 1-7322; Jack R. Rabius, *pres. & sls. mgr.*; S. Harry Wilmink, *v.p.*
Producer of commercials and slides; producer-distributor of industrial-educational films.

K & W Film Service Corp.
1657 Broadway, New York 19, N. Y.; CI 5-8081; Norman Witlen, *pres.*; Ralph Koch, *v.p.*
Opticals, titles, special effects, animation and photography.

Al Kane Productions, Inc.
1411 Walnut St.; Philadelphia 2, Pa.; RI 6-0222; Albert M. Kane, *pres.*
Producer of programs and commercials; kinescope film recording; film writing and production consultants.

Bernard E. Karlen Production
270 Park Ave., New York 17, N.Y.; PL 9-3107; Bernard E. Karlen, *pres.*
Producer of commercials.

Joseph Kaufman
480 Park Ave., New York 22, N.Y.; PL 8-3245;
Producer of film series.

Keith Film Productions
1728 St. Mary's, Omaha, Neb.; JA 3559; James C. Keith, *o.*; Ben A. Munson, *sls.*; Edward H. Hawkins, Jr.; *prod. mgr.*
Producer of commercials and industrial-educational films.

Keitz & Herndon
4409 Belmont, Dallas, Texas; TA 5167; R. K. Keitz, *Partner*, L. F. Herndon, Jr. *Partner*; T. R. Young, *art dir.*
Producer of commercials.

Kelsey-Fraser Productions, Inc.
2105 Sherman Ave., Madison 1, Wisc.; CH 4-1377; William M. Fraser, *pres.*; Fenton Kelsey, Jr., *v.p. and treas.*
Producer of commercials and program films.

Jack Kenaston Productions
1551 Cleveland Rd., Glendale, Calif.; Jack Kenaston, *pres.*
Producer of film series.

Kenco Films, Inc.
621 West 54th St., New York, N.Y.; PL 7-8566;
Producer of commercials and industrial and sales films.

Kennis Film Service Corp.
43 West 61st St., New York, N.Y.; PL 7-2100; Dan Kennis, *pres.*
Complete film shipping service.

Herbert Kerkow, Inc.
480 Lexington Ave., New York 17, N.Y.; PL 1-1833; Herbert Kerkow, *pres.*; Rosemond Kerkow, *sec.*
Producer of commercials.

Key Productions, Inc.
527 Madison Ave., New York 22, N.Y.; EL 5-2180; James D. Kantor, *pres.*; William M. Kahn, *v.p.*
Producer of commercials and industrial films.

Keywest Studios
5823 Santa Monica Blvd., Hollywood, Calif.; HO 4-1176; Studio rental.

Killiam Shows, Inc.
5 East 57th St., New York 22, N.Y.; PL 9-8620; Paul Killiam, *pres.*
Producer of film series; old film library.

King-Shore Films, Ltd.
295 Madison Avenue, New York City; Norman C. Nicholson, *sec.* Sidney Florea, *treas.*
Distributor of program films.

Kin-O-Lux, Inc.
17 W. 45th St., New York 36; JUdson 6-1880. Rudy Pfeiffer, *pres.*
Complete lab service; reversal and negative development.

William L. Klein Productions
301 E. Erie St., Chicago 11, Ill.; William L. Klein, *pres.*
Producer of film series and commercials.

A trade name is significant of public acceptance.
Twenty-six years of operation have established
the basis for the significance of

KIN-O-LUX
INC.

"Same Day Service"

Reversal Development
Negative Development
Complete Lab Service

17 W. 45th St., New York 36, N. Y. JUdson 6-1880

Kliegl Bros.
321 W. 50th St., New York 19; COlumbus 5-0130. Bert Moore.
Lighting equipment.

Kling Film Enterprises, Inc.
1058 W. Washington, Chicago 7, Ill.; SE 8-4181; Robert Eirinberg, *pres.;* Harry W. Lange; *ex. v.p. and gen. mgr.;* Lester Weinrott, *ex v.p. in chg. of sls.*
Production of custom shows and commercials; production and sales of syndicated package shows commercials. Studio facilities.
Branch Office:
1416 N. LaBrea, Hollywood 28, Calif.; HO 3-2141; David Garber, *gen. mgr.*

Knickerbocker Productions, Inc.
1600 Broadway, New York 19, N.Y.; CI 6-9850; Howard A. Lesser, *pres.,* Thomas S. Dignan, *v.p.;* Mary Morrissey, *sec.-treas.*
Producer of commercials and theatrical films.

C. Bruce Knox Television Productions
1750 Vallejo St., San Francisco 23, Calif.; TU 5-5338; C. Bruce Knox, *o.*
Producer of film series, commercials and industrial-educational films.

KTTV Studios
5746 Sunset Blvd, Los Angeles 28, Calif.; HO 2-7111: Richard A. Moore, *pres.*
Rental of sound stages.

Lab-Tv
247 West 46th St., New York 36, N.Y.; JU 6-2293; Jack Asher & C. W. Gibbs, *ps.;* Ken Williams, *lab. foreman;* Earl Jewell, Jr., *technician.*
Film processing.

Lakewood Productions
2015 Kalamazoo, S. E., Grand Rapids, Mich.; Producer of industrial-educational films and commercials.

Lakeside Tv Co., Inc.
1465 Broadway, New York 36, N.Y.; LO 5-4582; Richard Stevers, *pres.;* Bernard Schulman, *exec. v.p.;* Hal Lawrence; *v.p. live shows talent.*
Distributor of film & live packages.

Eleanor Lambert, Inc.
785 Fifth Ave., New York, N.Y.; MU 8-2130; Eleanor Lambert, *pres.*
Public relations; placement of clients films "free" to tv.

Lance Productions, Inc.
315 West 57th St., New York City 19, N.Y.; PL 7-6167; Lorren Lester, *pres.,* Samuel H. Evans, *treas.;* Leroy Sylverst, *v.p.;* Alfred H. Lessner, *v.p. & prod. coordinator;* George Lessner, *v.p. & prod. supvr.*
Producer of film programs & commercials.
Branch Office:
321 West 56th St., New York City 19, N.Y.; PL 7-6167 and CI 6-7020.

Erberto Landi Advertising Co.
853 Seventh Ave., New York 19, N.Y.; JU 6-0588; Erberto Landi, *pres.;* Rose Peters Gatto, *bus. mgr.*
Distributor of foreign language films with English sub-titles.

Landmark Productions
1040 N. Las Palmas, Hollywood, Calif.; Michael Baird, *mgr.*
Producer of commercials, industrial-educational films and film series; radio transcription service.

Kent Lane Films, Inc.
1253 South 3rd St., Louisville 3, Ky.; ME 6-3911; Kent Lane, *pres.;* Bob F. Scher, *sls. mgr.;* Ben Sandman, *art dir.*
Producer of bus. films and commercials; animation, lyrics and music.

Langlois Filmusic, Inc.
619 West 54th St., New York 19, N.Y.; JU 6-4155; C. O. Langlois, Jr., *pres;* T. A. Roseen, *sls. mgr.;* Frank Lewin, *chf. editor.*
Music library.
Branch Office:
5515 Melrose Ave., Hollywood, Calif.

Larchmont TV Studios, Inc.
210 N. Larchmont Blvd., Los Angeles 4, Calif.; HO 9-2895; Jack Miles, *pres. & gen. mgr.*
Studio rental.

Mervin W. LaRue, Inc.
159 E. Chicago Ave., Chicago 11, Ill. SU 7-8656; Mervin W. LaRue, Sr. *pres. & gen. mgr.;* Joanna LaRue, *v.p.;* Charles C. Hard, *sec. treas.*
Producer of medical films.

Herbert S. Laufman & Co.
221 N. La Salle St., Chicago 1, Ill.; RA 6-4086; Herbert S. Laufman, *pres.;* J. A. Jennings, Jr., *v.p.;* Hiram Strong, *sls.*
Producer of live and film series; sls. representative for distributors.

Laurel Productions, Inc.
General Service Studios
1040 N. Las Palmas, Hollywood, Calif.; HO 7-3111; Mary Cummings, *pres.*
Producer of film series and live shows.

Robert Lawrence Productions, Inc.
418 West 54th Street, New York 19, N.Y.; JU 2-5242; Robert L. Lawrence, *pres.;* Louis Mucciolo, *v.p.;* Henry Traiman, *v.p.;* Phil Kornblum, *treas.*
Producer of commercials, industrial film, film series. Complete studio facilities.
Branch Office:
Toronto, Ont., Canada; Robert Lawrence Productions (Canada) Ltd., 32 Front St., W.; EM 4-1448; John T. Ross, *v.p.*
Complete studio facilities at 1202-4 Woodbine Ave., Toronto.
Affiliate:
Hollywood, Calif., Grantray-Lawrence Animation, Inc. 1537 North LaBrea; HO 9-7968; Ray Patterson, *pres.;* Robert L. Lawrence, *v.p.;* Grant Simmons, *sec.-treas.*
Producers of animated commercials and animated films.

Francis Lee Studios, Inc.
479 Sixth Ave., New York 11, N.Y.; CH 3-8914; Mr. Francis Lee, *pres.*
Slides, animation.

Sol Lesser Productions, Inc.
9336 W. Washington Blvd., Culver City, Calif.; TE 0-2931; Sol Lesser, *pres.*
Produce feature film.

Gene Lester Productions
1487 N. Vine St., Hollywood 28, Calif.; HO 4-7287; Gene Lester, *producer-dir.;* Albert J. Silverman, *compt.*
Producer of tv shows and commercials.

Carol Levene Productions
1736 Stockton St., San Francisco 11, Calif.; SU 1-5022; Carol Levene, *o.-prod.*
Producer of educational film series and film commercials.

Jack Lewis Studios
2025 Monument Ave., Richmond, Va.; RI 4-5786; Jack Lewis, *o.*
Producer of industrial films, sound slide films and commercials.

John Lewis Film Service
619 West 54th St., New York 19, N.Y.; CO 5-4460; John H. Lewis, *pres.;* Irving Geis, *sls. mgr.*
Producer of industrial and film commercials.

Vernon Lewis Productions
71 West 45th St., New York 36, N.Y.; JU 2-1332; Vernon Lewis, *pres.;* E. P. Lewis, *sec.-treas.*
Sound stage rental.

Lewis and Martin Films, Inc.
1431 N. Wells, Chicago 10, Ill.; WH 7-7477; Herschell G. Lewis, *pres.,* Arthur E. Kaplan, *v.p.;* Spencer Allen, *v.p.;* Louis Aiken, *v.p.*
Producer of commercials, industrials & slides.

Lewislor Enterprises, Inc.
9756 Wilshire Blvd., Beverly Hills, Calif.; CR 4-6023; R. F. Shewalter, *sec.-treas.*
Produce film series.

LAB-TV
Professional
16MM BLACK & WHITE
REVERSAL PROCESSING
•
Processing on hourly schedule for leading TV Stations and Producers
•
FASTAX SPECIALISTS
•
Write for Circular
LAB TV
247 West 46th St.
New York 36, N.Y.

FILM

Lewman Productions
c/o Republic Studios, 4024 Radford Ave., North Hollywood, Calif.; William P. Rousseau, *prod.*
Producer of film series.

Liberace Enterprises
Room 604 Taft Bldg., Hollywood and Vine, Hollywood, Calif., Liberace and George Liberace, *partners;* John R. Jacobs, Jr., *attney and bus mgr.;* Seymour N. Heller, *personal representative.*
TV shows and concerts.

Library Films, Inc.
25 West 45th Street, New York 36, N.Y.; PL 7-0100; Paul N. Robins, *pres.*
Distributor of short subjects, religious serials & western features.

Life Music, Inc.
1650 Broadway, New York 19, N.Y.; PL 7-6424; Barney Young, *pres.;* Dan Fox, *treas.*
Music licensor.

Lifetone Transcriptions
3 Gilbert Ct., Peoria 5, Ill.; PE 2-9443; Norris J. Buechele, *pres.*
Produce film commercials.

Lou Lilly Productions
5745 Sunset Blvd., Hollywood 28, Calif.; HO 5-6325; Lou Lilly, *pres.;* Tim Ellis, *sls. mgr.;* Manny Gould, *animation;* John C. Fuller, *film coordinator.*
Producer of syndicated spots, industrial films, commercials, slide films, slides and telops.

Lloyds Film Storage Corp.
729 Seventh Ave., New York, N.Y.; CO 5-5400.
Film storing house.

Arthur Lodge Productions, Inc.
21 West 46th St., New York 36, N.Y.; PL 7-3645; Arthur J. Lodge, Jr., *pres.*
Produce film commercials and industrial films.

Logos Films
566 Commercial St., San Francisco 11, Calif.; YU 2-0867; R. J. Greensfelder, *bus. & sls. mgr.;* Jordan Belson, *prod. mgr.;* Henry Jacobs, *sound mgr.*
Producer of animated commercials.

Guy Lombardo Enterprises
Freeport, L.I., New York.; Guy Lombardo, *pres.;* Herb Sussan, *mgr.*
Producer of film series.

Lone Ranger, Inc.
9363 Wilshire Blvd., Beverly Hills, Calif.; WE 8-7297; J. D. Wrather, Jr., *pres.*
Producer of film series.

Loucks & Norling Studios, Inc.
(Merged with Robert Lawrence Productions after Yearbook deadline)
245 West 55th St., New York 19, N.Y.; CI 7-2366; John A. Norling, *pres.;* Hans Tiesler, *v.p.*
Producer of commercials, industrial and slide films.

James Love Productions, Inc.
115 West 45th St., New York, N.Y.; JU 2-4633; James A. Love, *pres.;* C. Austin Love, *sls. mgr.;* L. H. Holton, *prod. mgr.*
Producer of industrial films and commercials; producer-distributor of film series.

John W. Loveton Productions, Inc.
9100 Sunset Blvd., Hollywood 46, Calif.; CR 1-7225; John W. Loveton, *pres.*
Producer of film series, commercials, theatrical features and radio shows.

Andre Luotto Productions, Inc.
c/o Guild Films, Inc.
460 Park Ave., New York 17, N.Y.; MU 8-5365; James P. Evans, *mgr.;* Andre Luotto, *pres.*
Producer of film series.

Lutheran Television Productions
210 N. Broadway, St. Louis 2, Mo.; CH 1-8000; Melvin Schlake, *ex. sec.*
Produce & distribute religious film.

M.A.C. Studios
Congress Hotel, Chicago 5, Ill.; HA 7-9660; Richard Shelton, *pres.;* Phil Field, *sls. mgr. sls representative.*
Branch Office:
1780 Broadway, New York, N.Y.
(*Continued on page 294*)

ONLY
THE
NAME
HAS
CHANGED

JAMES LOVE PRODUCTIONS, Inc.
our objectives of devoting our
experience to quality
film production remain the same.

★ Television Commercials
★ Industrial Films
★ Program Production

James A. Love

James Love Productions, Inc., 115 West 45th Street, New York, N. Y., JUdson 2-4633

Commercial Television Stations in the U. S.

(Corrected to December 1, 1956)

ALABAMA

Birmingham: WABT

Ch. 13. Owned by Alabama Broadcasting System, Inc. Address: P.O. Box 2553. Zone 2. Phone: 4-3506. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC (prim.), ABC. Am station WAPI. Began operating May 29, 1949. Interconnected.

Representatives: National Blair-TV, Washington attorneys Fly, Shuebruk, Blume & Gaguine, consulting engineers Gautney & Jones.

Stockholders: Birmingham News Co. (100%).

Executives:
Henry P. Johnston, *managing director & president*
Charles F. Grisham, *vice president, tv sales*
Ray A. Furr, *vice president in charge of programming*
J. V. Sanderson, *chief engineer*
Dan Daniel, *news director*
Boyd Evans, *farm director*
Bette Lee, *women's director*
James B. Chenoweth, *promotion director*

Services: News AP. Live studios, number 2, size of largest 40′ x 60′, number live cameras 5 Image Orthicons, number remote cameras 5.

Film & ID: 2 16 mm film projectors; 1 projection chain; 2 slide projectors, 2x2 tape mounted; metal mounted acceptable. Call letters ¼ upper right preferred. Horizontal band at top acceptable. Film should be sent to Operations Desk, Station WABT. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston Developer negative and reversal.

Color Equipment: network, film, slides.

Rates: Class A one hour live $800, film $800. Minute spot live $210, film $210. ID rate $105.

Birmingham: WBRC-TV

Ch. 6. Owned by Storer Broadcasting Co. Address: Atop Red Mountain. Zone 9. Phone: 4-4701. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Am station WBRC. Began operating July 1, 1949. Interconnected.

Representatives: National The Katz Agency, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. Earl Cullum Jr.

Stockholders: Storer Broadcasting Co. (100%).

Executives:
George B. Storer, *president*
J. Robert Kerns, *vice president & managing director*
Oliver Naylor, *sales manager*
M. D. Smith III, *program director*
Robert L. DuPriest, *chief engineer*
Leo Willette, *news director*
Ralph Runyan, *sales promotion manager*

Services: News AP. Live studios, number 3, number live cameras 3.

Film & ID: Film should be sent to M. D. Smith III. Film required 48 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services: Houston developer, 16 mm.

Color Equipment: network.

Rates: Class A one hour live $850.

Decatur: WMSL-TV

Ch. 23. Owned by Tennessee Valley Radio & Television Corp. Address: 701 Bank. Phone: 802-3-4. Authorized eff. rad. pow.: visual 15.8 kw, aural 8.52 kw. Networks: NBC (prim.), CBS. Am station WMSL. Began operating July 4, 1954. Interconnected.

Representatives: National Joseph Hershey McGillvra, Washington attorney Harry Daily, consulting engineers John Mullaney.

Stockholders: Frank Whisenant, president & general manager (69%); Mrs. Frank Whisenant (6%); James King, commercial manager (5%); Bryan McAffee (3%)—principal stockholders.

Executives:
Frank Whisenant, *president & general manager*
James King, *commercial manager*
Alice Whisenant, *program director*
Louis Blizzard, *manager & news*
Alvin Millwood, *chief engineer*
Gene Harwell, *sports*

Services: News AP. Live studios, number 1, size of largest 21′ x 30′, number live cameras 1.

Film & ID: 2 RCA TP 16 F film projectors; 2x2 slide projectors. Film required 24 hrs. before telecast; slides 12 hrs.

Rates: Class A one hour live $150. Minute spot film $35. ID rate $20.

Dothan: WTVY

Ch. 9. Owned by WTVY, Inc. Address: Cottonwood rd. Phone: 5-2810 & 5-1548. Authorized eff. rad. pow.: visual 28.5 kw, aural 14.5 kw. Operating pow.: visual 28.5 kw, aural 14.5 kw. Networks: CBS (prim.), ABC. Began operating February 12, 1955. Interconnected.

Representatives: National Young Television Corp., regional Clarke Brown, Inc., Washington attorneys Miller & Schroeder.

Stockholders: Charles Woods, president; J. T. Thrower, vice president; Dr. Paul Flowers, treasurer; A. Lee, secretary; H. D. McInish, assistant secretary; R. I. Kearley; H. L. Holman.

Executives:
Charles Woods, *president*
F. E. Busby, *executive vice president & general manager*
Jerry L. Williams, *sales manager*
Daryl D. Griffin, *program director & news director*
Ellis N. Anderson, *chief engineer*
Joe Holloway, *promotion manager & farm director*
Barbara Gellerstedt, *women's director*
Paul Dunaway, *sports director*

Services: News UP. Live studios, number 2, size of largest 35′ x 40′, number live cameras 2. Remote equipment: available.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors, ¼ upper right for ID's. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $180, film $150. Minute spot live $36, film $30. ID rate $15.

Mobile: WALA-TV

Ch. 10. Owned by Pape Television Co. Address: Government at Joachim sts. Phone: HEmlock 3-3756. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Networks: ABC, CBS, NBC. Am station WALA. Began operating January 14, 1953.

Representatives: National Headley-Reed TV, Washington attorneys Dow, Lohnes & Albertson, consulting engineers L. J. N. du-Treil & Assoc.

Stockholders: W. O. Pape, president (99.6%); W. B. Pape, vice president & secretary (.2%); W. F. Joseph, treasurer (.2%).

Executives:
W. O. Pape, *president*
W. B. Pape, *vice president & general manager*
Al Holman, *program director & film buyer*
Alvin R. Bell, *chief engineer*
Chuck Thompson, *promotion manager*

Services: News AP. Live studios, number 2, size of largest 50′ x 20′.

Film & ID: 1 Master Vu-Graph rear screen projector; 2 RCA camera chains; 2 slide projectors.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $400. Minute spot live $80. ID rate $40.

Mobile: WKRG-TV

Ch. 5. Owned by WKRG-TV, Inc. Address: 162 St. Louis st. Phone: HEmlock 2-6789. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Am & fm stations WKRG. Began operating August 29, 1955.

Representatives: National Avery Knodel, Inc., Washington attorneys McKenna & Wilkinson, consulting engineers Commercial Radio Equipment Co.

Stockholders: Kenneth R. Giddens, president (20%); Joseph H. Little, vice president (6.66%); Andrew C. Smith, treasurer; Shirley R. Konrad (10%); T. J. Rester Jr. (10%); Spring Hill College (6.66%); Alfred F. Delchamps (4.44%); Louie Brannan (6.66%); O. H. May (4.44%); William H. Armbrecht Jr., secretary (4%); T. K. Jack-

son. Jr. (8.88%); 9 others, none owning more than 3.33%. Andrew Smith is president of Spring Hill College.

Executives:
Kenneth R. Giddens, *president*
C. P. Persons Jr., *vice president & general manager*
Frank Conwell, *vice president*
James Evans, *chief engineer*
Cal Douglas, *program director & news editor*
Betty Thorburn, *promotion manager*

Color Equipment: network.

Rates: Class AA one hour live $585, film $450. Minute spot live $117, film $90. ID rate $45.

Montgomery: WCOV-TV

Ch. 20. Owned by Capitol Broadcasting Co. Address: Adrian lane. Phone: 5-3561. Authorized eff. rad. pow.: visual 200 kw, aural 100 kw. Operating pow.: visual 200 kw, aural 100 kw. Networks: CBS (prim.), ABC. Am station WCOV. Began operating April 22, 1953. Interconnected.

Representatives: National Paul H. Raymer Co., Inc., Welch, Mott & Morgan Washington attorneys, W. J. Holey (Atlanta) consulting engineers.

Stockholders: Oscar P. Covington, president (20.13%); Clara R. Covington, vice president (13.89%); Hugh M. Smith, secretary-treasurer (9.02%); Margaret Covington Milwee, director (6.94%); Ethel Covington, director (13.89%); Peggy Milwee Carlton, director (13.89%); Earl B. Covington (13.89%); W. I. Milwee (6.94%).

Executives:
Oscar P. Covington, *president*
Hugh M. Smith, *general manager*
Morris South, *local commercial manager*
Caldwell Stewart, *program director*
W. D. Weatherly, *chief engineer*
Bob Underwood, *news director*
Martha Hall, *women's director*
Bill Smith, *sports director*

Services: News UP. Live studios, number 2, size of largest 30'x50', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2x2 slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live on request, film $200. Minute spot live on request, film $40. ID rate $20.

Montgomery: WSFA-TV

Ch. 12. Owned by WKY Radiophone Company. Address: 10 East Delano st. Zone 6. Phone: 5-1251. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC (prim.) ABC. Am station WSFA. Began operating December 25, 1954. Interconnected.

Representatives: National The Katz Agency, Inc., Pierson, Ball & Dowd Washington attorneys, A. D. Ring & Assoc. consulting engineers.

Stockholders: Oklahoma Publishing Co. (100%).

Executives:
E. K. Gaylord, *president*
Hoyt Andres, *vice president & stations manager*
John C. Hughes, *commercial manager*
Robert L. Tuttle, *national sales & promotion manager*
Robert F. Doty, *program director*
Gene R. Jacobsen, *film buyer*
Robert M. Hayward, *chief engineer*
Frank McGee, *news director*

Services: News AP. Live studios, number 2, size of largest 40'x47', number live cameras 2. Remote equipment: completely equipped mobile unit, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 4 2x2 slide projectors, SRA Standards. Film should be sent to Operations Desk, WSFA-TV, P.O. Box 2566, Montgomery 6. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston processor DuPont 931A.

Color Equipment: network.

Rates: Class A one hour $450. Minute spot film $100. ID rate film $50.

ARIZONA

Mesa: KVAR (See Phoenix)

Phoenix: KOOL-TV

Ch. 10. Owned by KOOL-Radio Television, Inc. Address: 511 W. Adams st. Phone: ALpine 3-3121. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station KOOL. Began operating October 19, 1953.

Representatives: National George P. Hollingbery Co., Washington attorneys Maurice R. Barnes, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: Gene Autry (56.38%); Frank Beer (4.96%); Tom Chauncey (19.19%); Tom & Ann Kerney (19.47%). Gene Autry also owns 51% of KMPC Los Angeles and 48% of KOPO-TV Tucson. Tom Chauncey owns 20% of KOPO-TV. Messrs. Autry and Kerney each own 12.5% of Phoenix Gazette & Arizona Republic.

Executives:
Gene Autry, *president*
Tom Chauncey, *vice president & general manager*
Kenneth Morton, *station manager & commercial manager*
Jack Murphy, *program director*
Milford Richey, *chief engineer*
Ed Zumach, *news director*
Jack Ware, *farm director*
Homer Lane, *assistant general manager*
Pat Flanagan, *Sports director*

Services: News UP, CBS Newsfilm Service. Live studios, number 2, size of largest approx. 25' x 62', number live cameras 3. Remote equipment, number remote cameras 3.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors, 2x2 transparencies, 4x5 opaques. Film should be sent to Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston Fearless film developer, 16 mm.

Color Equipment: network.

Rates: Class A one hour live $500, film $500. Minute spot live $100, film $100. ID rate $50.

Phoenix: KPHO-TV

Ch. 5. Owned by Meredith Engineering Company. Address: 631 North 1st Avenue. Phone: ALpine 8-4511. Authorized eff. rad. pow.: visual 17.5 kw, aural 8.7 kw. Operating pow.: visual 17.5 kw, aural 8.7 kw. Networks: (prim.). Am station KPHO. Began operating December 4, 1949.

Representatives: National Katz Agency, Washington attorneys Haley, Doty & Wollenberg, consulting engineers Lohnes & Culver.

Stockholders: Meredith Publishing Co., Des Moines (100%).

Executives:
Richard B. Rawls, *general manager*
Howard Stalnaker, *commercial manager*
Les Lindvig, *local sales manager*
Bob Martin, *program director*
Al Rau, *operations manager*
George McClanathan, *chief engineer*
Ken Miller, *news director*
Ruth Dunlop, *women's director*
Steve Shannon, *promotion manager*

Services: News UP; INS & INP Arizona State Bureau Headquarters. Live studios, number 4, size of largest 35'x50', number live cameras 7. Remote equipment: mobile unit with microwave relay, number remote cameras up to 4.

Film & ID: 4 16 mm film projectors; 3 2x2 mounted slide projectors. Film should be sent to (commercial) Al Rau. Film required 48 hrs. before telecast; slides 48 hrs., artwork 1 week. Film editing services, Houston Processor, 16 mm.

Color Equipment: network.

Rates: Class A one hour live $450, film $450. Minute spot live $100, film $100. ID rate $50.

Phoenix: KTVK

Ch. 3. Owned by Arizona Television Co. Address: 3435 North 16th st. Phone: AMherst 6-5691. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: ABC (prim.). Began operating March 1, 1955. Interconnected.

Representatives: National Weed Television Corp. Welch, Mott & Morgan Washington attorneys.

Stockholders: Ernest W. MacFarland, president (40%); Leon M. Nowell, vice president (20%); Ralph A. Watkins, vice president-treasurer (20%); Edward Cooper (.2%); Delbert Lewis (12.56%); H. R. Larson, secretary (5%); Lorenzo Wright (.1%); Bassett Wright (.14%); Roland Bibolet (2.0%).

Executives:
Ernest W. MacFarland, *president*
Leon M. Nowell, *vice president & general manager*
Roger O. Van Duzer, *station manager & film buyer*
Burton B. LaDow, *commercial manager*
Robert Latham, *chief engineer*
Don Tuckwood, *program director*
Lloyd Steinkamp, *production manager*

Services: News UP. Live studios, number 3, size of largest 45'x70', number live cameras 3. Remote equipment: complete RCA Mobile Unit, number remote cameras 3 RCA.

Film & ID: 2 16 mm film projectors; 2 2x2 Select-o-Slide slide projectors. Film should be sent to Film Editor. Material required by station prior to telecast: film 48 hrs.; slides 48 hrs.; artwork 48 hrs. Film editing services.

Color Equipment: Film, Slides.
Rates: Class A one hour film $400. Minute spot film $80. ID rate $40.

Phoenix: KVAR

Ch. 12. Owned by KTAR Broadcasting Co. Address: 1101 N. Central ave. Phone: ALpine 4-4161. Authorized eff. rad. pow.: visual 31.6 kw, aural 15.8 kw. Operating pow.: visual 31.6 kw, aural 15.8 kw. Networks: NBC (prim.). Am station KTAR. Began operating April 23, 1953.

Representatives: National Paul H. Raymer Co., Washington attorneys Segal, Smith & Hennessey, consulting engineer George C. Davis.

Stockholders: John J. Louis, chairman, and family (68.23%); Richard O. Lewis, president (17.47%); E. W. Harvey, vice president (1.55%); B. R. Fulbright, secretary-treasurer (1.39%); Sam Kahan (7.73%); 3 other department heads, each holding under 2%. KTAR owns KYUM Yuma and KYCA Prescott.

Executives:
John J. Louis, *chairman*
Richard O. Lewis, *president & general manager*
Dwight Harkins, *station manager*
E. W. Harvey, *vice president & commercial manager*
W. B. Robb Jr., *program director*
Dick Lewis, *film buyer*
Ted Edwards, *promotion manager*
John Harrington, *news editor*

Rates: Class A one hour live $450. Minute spot live $90. ID rate $45.

Tucson: KDWI-TV

Ch. 9. Owned by D. W. & Kathleen Ingram. Address: 2175 N. 6th ave. Phone: MA 3-3633. Authorized eff. rad. pow.: visual 58.9 kw, aural 32.4 kw. Operating pow.: visual 58.9 kw, aural 32.4 kw. Began operating June 3, 1956. Non-interconnected.

Representatives: National Headley-Reed, Washington attorneys Welch, Mott & Morgan, consulting engineers Page, Creutz, Steel & Waldschmitt, Inc.

Stockholders: D. W. & Kathleen Ingram (100%).

Executives:
D. W. Ingram, *owner & general manager*
T. J. Parker, *commercial manager*
J. W. Hays, *station manager*
R. D. Peterson, *director of engineering*

Services: News UP. Live studios, number 2, size of largest 42'x70', number of live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to J. W. Hays. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour live $300, film $270. Minute spot live $60, film $54. ID rate $30.

Tucson: KOPO-TV

Ch. 13. Owned by Old Pueblo Broadcasting Co. Address: 115 W. Drachman st. Zone 10. Phone: 4-2511. Authorized eff. rad. pow.: visual 29.5 kw, aural 14.8 kw. Networks: CBS (prim.). Am station KOPO. Began operating January 13, 1953.

Representatives: National George P. Hollingbery Co., Washington attorneys Barnes & Neilson, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: Harold C. Tovrea, president (10%); Tom Chauncey, vice president (20%); Tom Kerney (20%); Gene Autry (48%); E. S. Mittendorf, secretary-treasurer. interlocking ownership with KOOL-TV Phoenix. Gene Autry also chief stockholder in KMPC Los Angeles.

Executives:
Gene Autry, *president*
Tom Chauncey, *managing director*
E. S. Mittendorf, *general manager*
Paul Plunkett, *assistant general manager*
Bernard Perlin, *commercial manager*
Cliff Stillinger, *program director & film buyer*
Robert Shriner, *chief engineer*
Virginia Harper, *promotion manager*
Chris Cole, *news editor*

Rates: Class A one hour live $295, film $250. Minute spot live $60, film $50. ID rate $25.

Tucson: KVOA-TV

Ch. 4. Owned by Arizona Broadcasting Company, Inc. Address: 209 West Elm Street. Phone: 3-2555. Authorized eff. rad. pow.: visual 5.37 kw, aural 2.69 kw. Operating pow: visual 5.37 kw, aural 2.69 kw. Networks: NBC (prim.), ABC. Am station KVOA Began operating September 27, 1953. Interconnected.

Representatives: National The Branham Co., Washington attorneys Cohn & Marks, consulting engineers George C. Davis.

Stockholders: Clinton D. McKinnon, president (25%); Bernard Weinberg, vice president (25%); Harold Garfield, treasurer (25%); Arthur A. Desser, secretary (25%).

Executives:
Clinton D. McKinnon, *president & general manager*
John C. Underwood Jr., *commercial manager*
Henry Hubbard, *program director*
Raymond H. Holsclaw, *chief engineer*
James Maize, *news director*
Rosalie McElroy, *women's director*
Arthur B. Waller, *sports director*

Services: Live studios, number 2, size of largest 36' x 40', number live cameras 2 RCA TK-11A image Orthicon.

Film & ID: 2 RCA TP-6A 16 mm film projectors; 2x2 Gray dual-disc slide projectors. Film should be sent to Elmo Wood, Film Editor. Film required 48 hrs. before telecast; slides 48 hrs., art work 48 hrs. Film editing services.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Yuma: KIVA

Ch. 11. Owned by Valley Telecasting Co. Address: P.O. Box 1708 (8 mi. west of Yuma on US 80). Phone: STate 6-8311. Authorized eff. rad. pow.: visual 29 kw, aural 16 kw. Operating pow.: visual 29 kw, aural 16 kw. Networks: CBS, NBC. Began operating October 24, 1953. Interconnected.

Representatives: National Paul H. Raymer Co., Inc., Washington attorneys Barnes & Neilson, consulting engineer John Mullaney.

Stockholders: Donald Ellsworth (17.9%); Howard Roberts (17.9%); William S. Porter (17.9%); Russell J. Madsen (4.4%); A. S. Reber 17.9%); Robert Anderson (8.9%); Virgil Crimson (8.9%).

Executives:
Donald Ellsworth, *president*
Ray C. Smucker, *general manager*
Leavenworth Wheeler, *station manager*
Len Burkland, *commercial manager*
Larry Roeser, *program director*
R. J. Smith, *chief engineer*
Glenn Edwards, *news & sports director*

Services: News AP. Live studios, number 1, size 35' x 60', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 DuMont flying spot scanner; 2x2 slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; automatic processing up to 1,000 ft. per day, 16 mm b&w.

Rates: Class A one hour live film rate plus 20%, film $200. Minute spot live $48, film $40. ID rate $20.

ARKANSAS

El Dorado: KRBB

Ch. 10. Owned by South Arkansas Television Co. Address: P. O. Box 791. Phone: office: UNion 2-3489; studios: UNion 2-3488. Authorized eff. rad. pow.: visual 24 kw, aural 12 kw. Operating pow: visual 24 kw, aural 12 kw. Networks: NBC (prim.), ABC. Began operating December 4, 1955. Interconnected by private microwave.

Representatives: National John E. Pearson Co., consulting engineers Robert M. Silliman & Assoc.

Stockholders: Dr. Joe F. Rushton, president (33⅓%); W. C. Blewster, vice president (33⅓%); Wm. M. Bigley, secretary-treasurer (33⅓%).

Executives:
Dr. Joe F. Rushton, *president*
Wm. M. Bigley, *general manager*
Bruce B. Compton, *station manager*
Carroll Blewster, *chief engineer*

Services: News AP. Live studios, number 2, size of largest 30'x40', number live cameras 2.

Film & ID: 2 16 mm RCA film projectors; 1 Gray Dual Drum slide projector. Standard

SRA requirements or full screen. Film should be sent to Operations Desk, Box 791. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Private film editing services, 16 mm negative stock only.

Rates: Class A one hour live rates on request, film $200. Minute spot live rates on request, film $40. ID rate $20.

Fort Smith: KFSA-TV

Ch. 22. Owned by Southwestern Radio & Television Co. Address: Southwestern House, 920 Rogers ave. Phone: SUnset 2-9125. Authorized eff. rad. pow.: visual 265 kw, aural 145 kw. Operating pow: visual 22 kw, aural 12 kw. Networks: NBC, ABC, CBS. Am & fm station KFSA. Began operating July 10, 1953.

Representatives: National John E. Pearson Television Co., Inc., Washington attorneys Haley, Doty & Wollenberg, consulting engineers Lohnes & Culver.

Stockholders: Donald W. Reynolds, president (100%); C. W. Parkinson, secretary. Donald Reynolds owns KOLO-TV Reno (KOLO) & KLRJ-TV Henderson (KORK), has controlling interest in KHBG Okmulgee, Okla., and KBRS Springdale, Ark. Principals also own Southwestern Publishing Company, publisher of Fort Smith Southwest American & Times-Record, Las Vegas Review Journal and other newspapers in Arkansas, Nevada and Oklahoma.

Executives:
Donald W. Reynolds, *president*
William Slates, *general manager*
Roland Hundley, *commercial manager*
Paschal Porta, *program director*
Alma Duncan, *traffic manager*
Robert W. Platt Jr., *chief engineer*

Rates: Class A one hour film $200. Minute spot live $50, film $40. ID rate $20.

Little Rock: KARK-TV

Ch. 4. Owned by Arkansas Radio and Equipment Co. Address: 1001 Spring st. Phone: FRanklin 6-2481. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station KARK. Began operating March 24, 1954. Interconnected.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Spearman & Roberson, consulting engineers Lohnes & Culver.

Stockholders: T. H. Barton (80%); T. K. Barton (20%).

Executives:
T. H. Barton, *president*
T. K. Barton, *vice president & general manager*
Lee Bryant, *commercial manager*
Dale Hart, *program director*
Champ Smith, *chief engineer*
Bob Kemp, *news director*
Bob Buice, *farm director*
Pat Fontaine, *women's director*
Bud Campbell, *sports director*
Shirley R. Kennedy, *promotion director*

Services: News AP, AP Photofax. Live studios, number 2, size of largest 56′ x 63′, number live cameras 2.

Film & ID: 2 RCA model TP-6-B film projectors; 2 slide projectors, 2x2 slides; full screen or share ¾x15/16 sva. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Bridgamatic 16 mm negative processor.

Color Equipment: network.

Rates: Class A one hour live $450 station time only, film $450 station time only. Minute spot live $111, film $100. ID rate $50.

Little Rock: KTHV

Ch. 11. Owned by Arkansas Television Company. Address: 8th & Izard Streets. Phone: FRanklin 4-3764. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station KTHS. Began operating November 27, 1955.

Representatives: National The Branham Co., Washington attorneys Dempsey & Koplovitz, consulting engineers A. Earl Cullum Jr.

Stockholders: Arkansas Democrat (32%); KTHS Little Rock (42%).

Executives:
K. A. Engel, *president*
B. G. Robertson, *general manager*
W. V. Hutt, *commercial manager*
Cecil Bland, *program director*
Cecil Suitt, *chief engineer*
Bill Neel, *news director*

Services: News UP, AP, UNIFAX & UP Movietone News Film. Live studios, number 2, size of largest 30′ x 50′, number live cameras 2. Remote equipment: mobile unit, number remote cameras 2 RCA film.

Film & ID: RCA film projectors; 1 RCA slide projector. Film should be sent to Jack Bomar, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Complete film editing services available.

Color Equipment: network.

Rates: Class A one hour film $450.

Pine Bluff: KATV

Ch. 7. Owned by Central South Sales Co. Address: 100 Williams rd., Pine Bluff; 620 Beech st., Little Rock. Phone: JEfferson 4-2051, Pine Bluff; MOhawk 6-9401, Little Rock. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 170 kw, aural 89.1 kw. Networks: ABC (prim.). Began operating December 18, 1953.

Representatives: National Avery-Knodel, Inc., Washington attorneys Spearman & Roberson, consulting engineers Paul Godley Co.

Stockholders: John T. Griffin, president (45%); James C. Leake, vice president (45%); Bryan Mathes, secretary-treasurer (10%). Also own 50% of KWTV Oklahoma City and control radio stations KTUL Tulsa, KOMA Oklahoma City, KFPW Fort Smith, Ark. Messrs. Leake and Mathes have minority interest in KTVX Muskogee, Okla.

Executives:
John T. Griffin, *president*
James C. Leake, *vice president*
Bryan Mathes, *secretary-treasurer*
John H. Fugate, *general manager*
Ben Holmes, *national sales manager*
Don Curran, *program director*
Joe Myers, *promotion manager*
Walter Massey, *farm director*
A. R. Garrett, *chief engineer*

Color Equipment: network.

Rates: Class AA one hour live $450, film $450. Minute spot live $90, film $90. ID rate $45.

CALIFORNIA

Bakersfield: KBAK-TV

Ch. 29. Owned by Bakersfield Broadcasting Co. Address: 29 Woody rd., P.O. Box 1448. Phone: EXport 9-1761. Authorized eff. rad. pow.: visual 19 kw, aural 10.5 kw. Operating pow: visual 19 kw, aural 10.5 kw. Networks: ABC, CBS. Began operating August 1953. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys John P. Hearne, consulting engineers Robert Hammett.

Stockholders: Chronicle Publishing Company (97⅓%); Charles Thieriot (1⅔%); Harold P. See (1%).

Executives:
Harold P. See, *president*
Al Constant, *vice president & general manager*
Jim Hayden, *program director*
James Garner, *chief engineer*

Services: News UP. live studios, number 1, size of largest 60′ x 75′, number live cameras 2.

Film & ID: 2 film chains; 2 16 mm film projectors; 2 standard slide projectors. Film should be sent to Film Room. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour film $300. Minute spot film $60. ID rate $30.

Bakersfield: KERO-TV

Ch. 10. Owned by Kern County Broadcasters, Inc. Address: 1420 Truxtun ave. Phone: FAirview 7-1441. Authorized eff. rad. pow.: visual 110 kw, aural 55 kw. Operating pow: visual 110 kw, aural 55 kw. Networks: NBC (prim.), CBS. Began operating September 26, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Haley, Doty & Wollenberg, consulting engineers Robert L. Hammett.

Stockholders: Gene DeYoung (51%); Gordon Harlin (29%); Ed Urner (10%); Ed Andress (5.5%); Ken Croes (3%); Bryan Coleman (.5%).

Executives:
Gene DeYoung, *president & general manager*
Ed Urner, *vice president & national sales manager*
Kenneth Croes, *program manager*
John Barrett, *local sales manager*
Ed Andress, *director of engineering*
Burleigh Smith, *news & farm director*
Raylene Merman, *women's editor*
John Parker, *sports director*

Services: News UP. Live studios, number 2, size of largest 18′ x 36′, number live cameras 3,

Film & ID: 2 RCA 16 mm film projectors; 1 Gray 2x2 dual disc slide projector. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $700, film $500. Minute spot live $130, film $100. ID rate $50.

Chico: KHSL-TV

Ch. 12. Owned by Golden Empire Broadcasting Co. Address: 180 E. 4th st. Phone: FIreside 2-0141. Authorized eff. rad. pow.: visual 63.1 kw, aural 37.8 kw. Operating pow.: visual 10 kw, aural 5 kw. Networks: CBS (prim.) ABC. Am station KHSL. Began operating August 29, 1953. Interconnected.

Representatives: National Avery Knodel, Inc., Haley, Doty & Wollenberg Washington attorneys, Kear & Kennedy consulting engineers.

Stockholders: Mrs. Hugh McClung, president (92.5%); Martha McClung Roberts, vice president (2.5%); Hugh McClung Jr., treasurer (5%).

Executives:
Mrs. Hugh McClung, *president*
M. F. Woodling, *general manager*
Jerry Pero, *commercial manager*
Martin Jacobsen, *program director*
Russell B. Pope, *chief engineer*
Bob Albertson, *news director*
Jeannie Posie, *women's director*
Bud Hanna, *sports director*

Services: News UP. Live studios, number 3, size of largest 30'x50', number live cameras 1.

Film & ID: 2 RCA 16 mm film projectors; 2 Selectro-Slide projectors for 2x2 slides; will handle 32 slides in sequence without reloading. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services. 16 mm.

Rates: Class AA one hour live $300, film $250. Minute spot live $51, film $42.50. ID rate $22.50.

Eureka: KIEM-TV

Ch. 3. Owned by Redwood Broadcasting Co. Address: Box 1021. Phone: HIllside 3-3123. Authorized eff. rad. pow.: visual 14.6 kw, aural 7.3 kw. Operating pow.: visual 14.6 kw, aural 7.3 kw. Networks: CBS (prim.), NBC, ABC. Am station KIEM. Began operating October 25, 1953. Interconnected.

Representatives: National Hoag-Blair Co., Dempsey & Koplovitz Washington attorneys, Lohnes & Culver consulting engineers.

Stockholders: Subsidiary of Redwood Bcstg. Co., Inc., William B. Smullin, president (100%).

Executives:
Wm. B. Smullin, *president*
Donald H. Telford, *vice president & manager*
W. Edwin Smith, *program supervisor*
Donald R. King, *chief engineer*
Newton L. Steward, *news director*
Doug Pine, *farm director*

Services: News UP. Size of largest studio 40'x70', number live cameras 1.

Film & ID: 2 16 mm sound film projectors; 1 35 mm slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services (cut-ins).

Rates: Class A one hour live $250, film $250. Minute or 20 sec. spot live $50, film $50. ID rate $25.

Fresno: KFRE-TV

Ch. 12. Owned by California Inland Broadcasting Co. Address: 733 "L" st. Phone: AMherst 8-6444. Authorized eff. rad. pow.: visual 316 kw, aural 160.2 kw. Operating pow.: visual 316 kw, aural 160.2 kw. Networks: CBS (prim.). Am station KFRE. Began operating May 10, 1956.

Representatives: National Blair-TV, Washington attorneys Pierson, Ball & Dowd, consulting engineers Lohnes & Culver.

Stockholders: Paul R. Bartlett; William C. Crossland; Ed J. Frech; Keith L. Mealey; Helen Johnson.

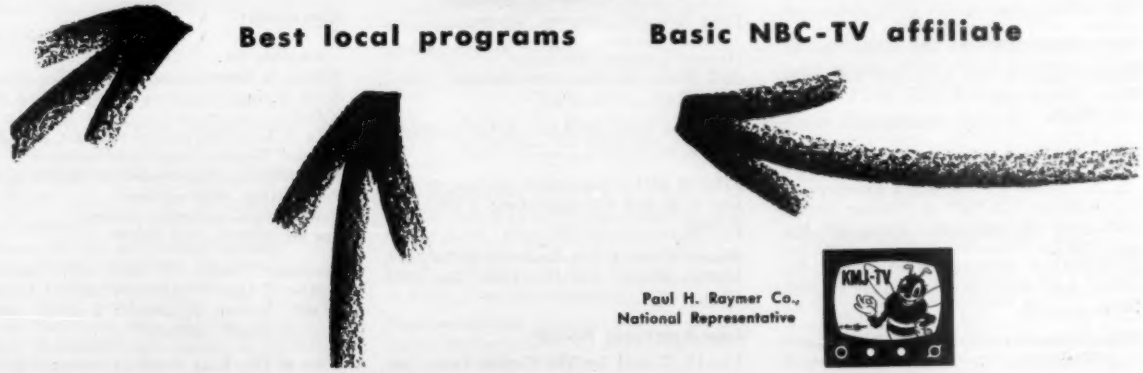
Executives:
Paul R. Bartlett, *president*

TV in Fresno --

the big inland California market -- means

KMJ-TV

Best local programs **Basic NBC-TV affiliate**



Paul H. Raymer Co.,
National Representative

STATIONS: CALIFORNIA

Ed J. Frech, *vice president & station manager*
Bob Klein, *sales manager*
Hal C. O'Donnell, *program director*
Keith L. Mealey, *vice president & director of operations*
Russ Powell, *news director*
Wally Erickson, *farm director*

Services: News UP. Live studios, number 1, size of largest 60′ x 35′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors, scanned area: 1⅛x⅞. Film should be sent to Film Department. Film required 5 days before telecast; slides 5 days, artwork 5 days. Film editing services.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $650, film $650. Minute spot live $150, film $150. ID rate $75.

Fresno: KJEO

Ch. 47. Owned by O'Neill Broadcasting Co. Address: Cedar & Shaw sts. (P.O. Box 1708). Phone: 7-8405. Authorized eff. rad. pow.: visual 440 kw, aural 220 kw. Operating pow.: visual 440 kw, aural 220 kw. Networks: CBS (prim.), ABC. Began operating October 1, 1953. Interconnected.

Representatives: National The Branham Co., Joseph Brenner Washington attorneys, CBS Engineering Department, N. Y. consulting engineers.

Stockholders: J. E. O'Neill, president (100%).

Executives:
J. E. O'Neill, *president*
Joseph C. Drilling, *vice president & general manager*
Charles Theodore, *vice president & operations manager*
W. O. Edholm, *commercial manager*
Ray Jacobs, *production manager*
Jack McElwain, *chief engineer*
Phil McPherson, *news & farm director*
Frances Quinn, *women's director*

Services: News UP. Live studios, number 2, size of largest 40′x47′, number live cameras 3. Remote equipment: microwave relays and receivers, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Operations Desk. Film required 48 hrs before telecast; slides 48 hrs, artwork 72 hrs. Film editing services.

Color Equipment: network, local live.

Rates: Class A one hour live $500, film $500. Minute spot live $125, film $125. ID rate $62.50.

Fresno: KMJ-TV

Ch. 24. Owned by McClatchy Broadcasting Co. Address: 117 "N" st. Phone: 8-6666. Authorized eff. rad. pow.: visual 447 kw, aural 240 kw. Operating pow.: visual 447 kw, aural 240 kw. Networks: NBC (prim.). Am station KMJ. Began operating June 1, 1953. Interconnected.

Representatives: National Paul H. Raymer Co., Washington attorneys Dow, Lohnes & Albertson, consulting engineers George C. Davis.

Stockholders: McClatchy Newspapers (100%).

Executives:
Eleanor McClatchy, *president*
Perry Nelson, *manager*
Wilson Lefler, *national sales & service manager*
Orbie Sullivan, *sales manager*
Joe Tomes, *program manager*
James B. Hancock, *chief engineer*
Dean Mell, *news editor*
Edward C. Sturgeon, *farm editor*
Tom Flynn, *production manager*
Marion Anderson, *traffic manager*
William Curtis, *film editor*

Services: News AP, UP, Unifax Service. Live studios, number 2, size of largest 35′ x 50′, number live cameras 2.

Film & ID: 2 RCA TP-16-D 16 mm, 2 RCA TP-6BC 16 mm film projectors; 3 35 mm slide projectors, SRA standards, 3 V RCA color chain. Film should be sent to Operations Desk, Att.: Wm. Curtis. Film required 2 working days before telecast; slides 2 working days, artwork 3 working days. Film editing services; 2 cine special 16 mm cameras, 1 Auricon Pru sound on film 16 mm camera, Houston Fearless 16 mm reversal film processor.

Color Equipment: network, film, slides. Color bar generator and RCA TK-26-A 3. Vidicon color chain.

Rates: Class AA one hour $550. Spot $125. ID rate $67.50. Live rates on request.

Los Angeles: KABC-TV

Ch. 7. Owned by American Broadcasting-Paramount Theatres, Inc. Address: ABC Television center, Prospect & Talmadge aves. Zone 27. Phone: NOrmandy 3-3311. Authorized eff. rad. pow.: visual 165 kw, aural 82.5 kw. Networks: ABC (prim.). Am & fm stations KABC. Began operating September 16, 1949.

Representatives: National The Katz Agency, Inc., Washington attorneys McKenna & Wilkinson, consulting engineers Kear & Kennedy.

Stockholders: American Broadcasting-Paramount Theatres, Inc. (100%).

Executives:
Earl J. Hudson, *vice president, charge Western Division*
Selig J. Seligman, *general manager*
Elton H. Rule, *commercial manager*
Peter Robinson, *program director*
Theodore Grenier, *chief engineer*
Howard Lipstone, *film buyer*
Jack Brembeck, *promotion manager*
Pat O'Reilly, *news editor*

Services: News AP. Live studios, number 5. Remote equipment: 1 mobile unit.

Film & ID: 2 rear screen projectors; 4 16 mm, 4 35 mm film projectors; 4 slide projectors.

Rates: Class A one hour live $2,000, film $2,000. Minute spot live $500, film $500. ID rate $250 (8 sec.).

Los Angeles: KCOP

Ch. 13. Owned by The Copley Press, Inc. Address: 1000 Cahuenga blvd. Zone 38. Phone: HOllywood 2-7311. Authorized eff. rad. pow.: visual 170 kw, aural 83.2 kw. Operating pow.: visual 170 kw, aural 83.2 kw. Began operating September 17, 1948.

Representatives: National Edward Petry & Co., Inc., Hollywood attorney John P. Hearne, consulting engineers M. F. Wentworth.

Stockholders: The Copley Press, Inc., publishers of Alhambra Post-Advocate, Burbank Daily Review, Culver City Star-News, Glendale News-Press, Monrovia News-Post, Redondo Daily Breeze, Venice Evening Vanguard, all California; Aurora Beacon-News, Elgin Courier-News, Joliet Herald News, Springfield Illinois State Journal, all Illinois. Also owns 60% San Pedro (Cal.) News-Pilot & publishes Springfield (Ill.) State Journal and publishes Illinois State Register under lease.

Executives:
Jack Heintz, *vice president & general manager*
Alvin G. Flanagan, *assistant general manager & program director*
Amos T. Baron, *sales manager*
Marvin F. Wentworth, *chief engineer*
Baxter Ward, *news director*
Helen McDermott, *business manager*
Dan Lindquist, *production manager*

Services: News City News Service, UP Facsimile, UP Radio Wire. Live studios, number 4, number live cameras 12 RCA. Remote equipment: 3 mobile units.

Film & ID: 2 16 mm & 1 35 mm film projectors; 2 2x2 slide projectors. Film should be sent to Alvin G. Flanagan. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, 16 mm & 35 mm film handled.

Rates: Class A one hour live $1,250, film $1,250. Minute spot live $250, film $250. ID rate $120 (10 sec.) & $165 (20 sec.).

Los Angeles: KHJ-TV

Ch. 9. Owned by RKO Teleradio Pictures, Inc. Address: 1313 N. Vine st., Hollywood. Zone 28. Phone: Hollywood 2-2133. Authorized eff. rad. pow.: visual 162 kw, aural 81 kw. Operating pow.: visual 162 kw, aural 81 kw. Network: IND. Am & fm stations KHJ. Began operating August 1948.

Representatives: National H-R Television, Inc.

Stockholders: RKO Teleradio Pictures, Inc. (100%).

Executives:
Thomas F. O'Neil, *president, RKO Teleradio Pictures, Inc.*
Willett H. Brown, *president, Don Lee Div.*
Ward D. Ingrim, *general manager, Don Lee Div.*
John T. Reynolds, *general manager, KHJ-TV*
Howard Wheeler, *commercial manager*
James Higson, *program director & film buyer*
Robert Arne, *chief engineer*
Robert Light, *promotion manager*
Les Mawhinney, *news editor*

Services: News AP, INS, UP. Studios, number 2 (and 2 audience), size of largest 40′x60′. Remote equipment: 1 mobile unit, number remote cameras 4.

Film & ID: Rear screen projetors; 1 RCA,

1 GE film camera; 2 16 mm RCA, 2 16 mm Eastman film projectors; 4 35 mm Spindler & Sauppe slide projectors; 2 opaque projectors.

Color Equipment: network.

Rates: Class A one hour live $1,200, film $1,200. Minute spot live $220, film $220. ID rate $100 (10 sec.).

Los Angles: KNXT

Ch. 2. Owned by Columbia Broadcasting System, Inc. Address: 1313 North Vine st. Zone 28. Phone: WEbster 8-3000. Authorized eff. rad. pow.: visual 46.8 kw, aural 23.4 kw. Operating pow.: visual 46.8 kw, aural 23.4 kw. Networks: CBS (prim.) Am station KNX. Began operating May 6, 1948.

Representatives: National CBS Television Spot Sales.

Stockholders: Columbia Broadcasting System (100%).

Executives:
J. L. Van Volkenburg, CBS-TV, *president*
Clark B. George, *general manager*
Robert D. Wood, *general sales manager*
Donald M. Hine, *program director*
Herbert W. Pangborn, *manager of technical operations*
Sam Zelman, *director of news & special events*
Dean D. Linger, *director sales promotion & publicity*
Larry Lazarus, *business manager*
Donald Rosenquest, *manager of traffic & operations*

Services: News AP, UP, City News Service. Live studios, number 8, size of largest 10,000 sq. ft., number live cameras 40. Remote equipment: 1 5-camera unit, 1 4-camera unit.

Film & ID: 8 35 mm & 8 16 mm film projectors; 4 2x2 slide projectors; 3 telop projectors. Film should be sent to KNXT Film Department, Attn.: Bob Hurlbut. Film required 24 hrs. before telecast; slides 24 hrs. Film editing services, 16 mm & 35 mm positive-composite.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $3,200, film $3,200. Class AA minute spot live $800, film $800. ID rate $400.

Los Angeles: KRCA

Ch. 4. Owned by National Broadcasting Co. Address: Sunset & Vine. Zone 28. Phone: HOllywood 9-6161. Authorized eff. rad. pow.: visual 47 kw, aural 23.5 kw. Operating pow.: visual 47 kw, aural 23.5 kw. Networks: NBC (prim.). Began operating January 16, 1949. Interconnected.

Representatives: National NBC Spot Sales, Washington attorneys Cahill, Gordon, Reindell & Ohl, consulting engineers James De Baun.

Stockholders: National Broadcasting Co. (100%).

Executives:
Thomas C. McCray, *general manager*
James Parks, *commercial manager*
Dean Craig, *program director*
John Knight, *chief engineer*
John Thompson, *news director*
Jack Kenaston, *advertising & promotion manager*
James Damon, *operations manager*
Cleve Hermann, *sports director*
George Burke, *film manager*

Services: News all major wire services. Live studios, number 3, size of largest 42′ x 110′, number live cameras 3. Remote equipment: complete facilities.

Film & ID: 3 35 mm, 3 16 mm film projectors; 3 35 mm slide projectors. Film should be sent to commercial film: James Damon; program film: George Burke. Film required 48 hrs. before telecast; slides 48 hrs., network 48 hrs. Film editing services; complete 16 mm film processing.

Color Equipment: network, live, film, slides. All requests for color service on KRCA (film, live & slides) should be cleared in advance with James Damon, director of operations.

Rates: Class A one hour live $3,200, film $3,200. 20 sec. station break $450. ID rate $195.

Los Angeles: KTLA

Ch. 5. Owned by Paramount Television Productions, Inc. Address: 5800 Sunset blvd., Hollywood. Zone 28. Phone: HOllywood 9-3181. Authorized eff. rad. pow.: visual 50 kw, aural 25 kw. Operating pow.: visual 50 kw, aural 25 kw. Began operating January 1, 1947. Non-interconnected.

Representatives: National Paul H. Raymer Co., Inc. Arnold, Fortas & Porter Washington attorneys.

Stockholders: Paramount Pictures, Inc. (100%).

Executives:
Paul Raibourn, *president*
Bernard Goodwin, *vice president*
Lewis E. Arnold, *general manager*
Henry R Flynn, *assistant general manager*
Robert Mohr, *general sales manager*
Bernie Ebert, *production supervisor*
John Silva, *chief engineer*
Gilbert Martyn, *news director*
Leland G. Muller, *film director*
Howard Wormser, *publicity director*
James J. Rue, *promotion & advertising manager*

Services: News UP. Live studios, number 2 audience, 1 commercial, 1 news, size of largest 150′ x 126′, number live cameras 11 image Orthicon, RCA. Remote equipment: 2 complete mobile units, 1 complete 2-camera color mobile unit, number remote cameras 4 image orthicon.

Film & ID: 2 16 mm, 2 35 mm film projectors; 2 slide projectors, double frame 35 mm negative. Commercial film should be sent to Bernie Ebert, Production Supervisor. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hours.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $1,750, film $1,500. Minute spot live $325, film $300. ID rate $150.

Los Angeles: KTTV

Ch. 11. Owned by KTTV, Inc. Address: 5746 Sunset blvd. Zone 28. Phone: HOllywood 2-7111. Authorized eff. rad. pow.: visual 166 kw, aural 85 kw. Began operating January 1, 1949. Non-interconnected.

Representatives: National Blair TV, Washington attorneys Eliot C. Lovett, consulting engineers Lohnes & Culver.

Stockholders: The Times-Mirror Company (100%).

Executives:
Richard A. Moore, *president & general manager*
John R. Vrba, *vice president in charge of sales*
Robert W. Breckner, *vice president in charge of programming*
Edward E. Benham, *chief engineer*

Services: News AP. Live studios, number 2, size of largest 120′ x 116′ x 54′, number live cameras 16. Remote equipment: 2 RCA & 1 International mobile unit, 1 audio unit, 1 microwave unit.

Film & ID: 2 RCA TP 35 A, 2 Eastman 16 mm, 1 RCA 16 mm film projectors. Film should be sent to Richard Woollen. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Houston film processing unit.

Rates: Class A one hour live $2,000. Minute spot live $600. ID rate $290.

Redding: KVIP

Ch. 7. Owned by Shasta Telecasting Corp. Address: 2770 Pioneer dr. Phone: 1401 & 1402. Authorized eff. rad. pow.: visual 117 kw, aural 58.9 kw. Operating pow.: visual 12 kw, aural 6 kw. Networks NBC (prim.). Began operating August 1, 1956. Interconnected.

Representatives: National The Branham Co., Washington attorneys Lyon, Wilner & Bergson, consulting engineers Robert L. Hammett.

Stockholders: Robert L. Hammett (9⅜%); Carl R. McConnell (9⅜%); Laurence W. Carr (19⅜%); George C. Fleharty (19⅜%); Morris K. Colen (9⅜%); C. T. Ross (9⅜%); William B. Nystrom (14⅜%); Russell K. Olsen (9⅜%).

Executives:
George C. Fleharty, *president & general manager*
Russell K. Olsen, *chief engineer & assistant manager*
Ted Dooley, *program director*
John Dadiw, *sales manager*

Services: News AP. Live studios, number 1, size of largest 35′ x 65′, number live cameras 1 RCA with Electro-Zoom.

Film & ID: GPL PA 100A 16 mm film projectors; Sarkes Tarzian slide projectors, 2x2 slides. Film should be sent to Richard E. Bertolin, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; 16 mm auricon sound camera.

Color Equipment: network.

Rates: Class A one hour live $212.50, film $200 plus film cost. Minute spot live $25.50, film $22. ID rate $10.

Sacramento: KBET-TV

Ch. 10. Owned by Sacramento Telecasters, Inc. Address: 601 Seventh ave. Phone: HUdson 1-4041. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Began operating March 20, 1955.

STATIONS: CALIF.

Representatives: National H-R Television, Inc., Washington attorneys Haley, Doty & Wollenberg, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: William P. Wright, president (6.85%); John H. Schacht, vice president (15.48%); Henry Teichert, secretary (5.01%); Charles C. Inks, treasurer (3.66%); Edward M. Wright (6.85%); W. C. Wright (6.85%); Alan Pollock (5.48%); Thomas H. Richards Jr. (5.48%); Andrew M. Henderson Jr. (5.48%); Nelson B. Morse (5.48%); Robert A. Breuner (5.48%); Clarence H. Breuner (3.39%); William R. Breuner (2.10%); James J. Inks (3.66%); Russell R. Inks (3.66%); Russell Gallaway Jr. (2.67%); Alan H. Gallaway (2.10%); Robert R. Gallaway 2.10%); A. J. Affleck (2.74%); M. V. Sarkisian (2.74%); P. K. Onnigian (2.74%). Alan Pollock also owns KVNI Coeur d'Alene, Idaho.

Executives:
William P. Wright, *president*
John H. Schacht, *vice president & general manager*
George J. Kapel, *sales manager*
Bob Merrifield, *production manager*
Hank Thornley, *news director*
Ralph Herbert, *public service director*
Peter K. Onnigian, *chief engineer*
Ted Mason, *promotion manager*

Color Equipment: network, film, slides.

Rates: Class A one hour live $794 to $825, film $700. Minute spot live $152.50 to $159, film $140. ID rate $70.

Sacramento: KCCC-TV

Ch. 40. Owned by Sacramento Broadcasters, Inc. Address: Sacramento. Phone: WAbash 2-3466. Authorized eff. rad. pow.; visual 186 kw, aural 94 kw. Operating pow.: visual 186 kw, aural 94 kw. Networks: ABC (prim.). Began operating September 30, 1953. Interconnected.

Representatives: National Weed Television, Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: Lincoln Dellar

Executives:
A. J. Richards, *general manager*
Ralph Guild, *sales manager*
W. E. Furnell, *program director*
Harvey Chester, *news director*
Bob Reedy, *outdoors (hunting, fishing, etc.)*
Harry Bartholemei, *chief engineer*

Services: News UP. Live studios, number 5, size of largest 100′ x 60′, number live cameras 2. Remote equipment: remote truck, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 slide projectors. Film should be sent to Station Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $550, film $450. Minute spot live $117.50, film $110. ID rate $50.

Sacramento: KCRA-TV

Ch. 3. Owned by KCRA, INC. Address: 310 10th st. Zone 14. Phone: GI 1-4631. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am & fm stations KCRA. Began operating September 2, 1955.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Jansky & Bailey, Inc.

Stockholders: Ewing C. Kelly president (50%); C. Vernon Hansen, vice president (16.68%); Gerald Hansen, secretary (16.66%); Kenneth W. Hansen, treasurer (16.66%).

Executives:
Ewing C. Kelly, *president & general manager*
Howard J. Smiley, *station manager*
Robert E. Kelly, *program & national sales manager*
Irma Davis, *business manager*
Tom Breen, *operations director & film buyer*
Jeanne Hill, *traffic manager*
John Kuhlman, *educational director*
Richard Block, *continuity & promotion director*
Milly Sullivan, *women's director*
Ruth Ward, *news director*
Bob Anderson, *farm director*
W. Herbert Hartman, *chief engineer*

Services: News UP. Size of largest studio 40′ x 80′, number live cameras 3 RCA. Remote equipment: 1 mobile unit, number remote cameras 2 RCA.

Film & ID: 2 RCA 16 mm film projectors; 2 Gray 2x2 slide projectors; 1 telop opaque projector, 4x5 cards. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; micro-record, reversal positive, 16 mm, background X and tri-X negative.

Color Equipment: network, film, slides.

Rates: Class A one hour live $750, film $750. Minute spot live $150, film $150. ID rate $75.

Salinas: KSBW-TV

Ch. 8. Owned by Salinas Valley Broadcasting Corp. Address: 238 John st. Phone: Harrison 2-6422. Authorized eff. rad. pow.: visual 240 kw, aural 120 kw. Operating pow.: visual 240 kw, aural 120 kw. Networks: CBS (prim.), NBC, ABC. Am station KSBW. Began operating September 11, 1953. Interconnected.

Representatives: National H-R TV, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Robert L. Hammett.

Stockholders: John Cohan (25.6%); W. M. Oates (25.6%); local stockholders (48.8%).

Executives:
John Cohan, *president & general manager*
W. M. Oates, *assistant general manager*
Graham Moore, *commercial manager*
Russell Furse, *operations director*
Bill Hargan, *chief engineer*
Claude Mann, *news director*
Dean Moxley, *promotion manager*

Services: News AP. Live studios, number 1, size of largest 40′ x 64′, number live cameras 2 RCA camera chains, 3 film cameras (1 16 mm Bell & Howell, 1 16 mm Bolex, 1 16 mm Auricon).

Film & ID: 2 RCA film projectors; 1 Gray, 1 Spindler & Sauppe slide projector.

Rates: Class A one hour live $350. Minute spot live $97.50, film $75. ID rate $50 (10 sec.).

San Diego: KFMB-TV

Ch. 8. Owned by Wrather-Alvarez Broadcasting, Inc. Address: 1405 Fifth ave. Zone 1. Phone: BElmont 2-2114. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station KFMB. Began operating May 16, 1949. Interconnected.

Representatives: National Edward Petry & Co., Inc. Washington attorneys Welch, Mott & Morgan, consulting engineers Robert L. Hammett.

Stockholders: Jack D. Wrather Jr. (38.89%); Maria Helen Alvarez (38.89%); Edward Petry (22.22%).

Executives:
Jack D. Wrather Jr., *president*
George Whitney, *vice president & general manager*
Bill Fox, *commercial manager*
Jim Harmon, *program director*
Charles Abel, *chief engineer*
Ray Wilson, *news director*
Sam Grossman, *sports director*
Dan Bellus, *promotion director*

Services: News UP, AP, Movietone, UP facsimile wire. Live studios, number 2, size of largest approx. 50′ x 90′, number live cameras 5. Remote equipment: mobile unit and microwave links, number remote cameras 4.

Film & ID: 2 16 mm film projectors; 3½x4 Baloptican,. 35 mm double frame. Film should be sent to Del Gay. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; 16 mm Houston developer.

Color Equipment: network.

Rates: Class AA one hour live $900, film $900. Minute spot live $230, film $230. ID rate $100.

San Diego: KFSD-TV

Ch. 10. Owned by KFSD Inc. Address: 3642 Enterprise st. Zone 10. Phone: CYpress 8-7151. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC (prim.). Am and fm station KFSD. Began operating September 12, 1953. Interconnected by microwave.

Representatives: National The Katz Agency, Inc. Glen McDaniel Washington attorneys, A. Earl Cullman Jr. consulting engineers.

Stockholders: Fox, Wells & Co. (Stanford, Conn.) (95.5%).

Executives:
William E. Goetze, *general manager of KFSD Inc.*
Jay Grill, *sales manager*
Jim Wade, *executive producer*
LeRoy Bellwood, *chief engineer*
Sig Smith, *news & sports editor*
Grant Recksieck, *promotion & publicity manager*

Lynn Taylor, *women's editor*
Harold Boone, *director of merchandising*
Al Raper, *studio supervisor*

Services: News AP. Live studios, number 2, size of largest 30' x 45', number live cameras 4. Remote equipment: RCA Mobile Unit, number remote cameras 3 available.

Film & ID: 2 16 mm RCA film projectors; 2 2x2 Gray Telojectors, 1 Gray 3x4 Telop slide projectors. Film should be sent to Virginia Valentine. Film required 48 hours before telecast; slides 48 hrs, artwork 48 hrs. Film editing services (16 mm available).

Color Equipment: network. TV Specialties rear screen and RCA special effects available.

Rates: Class AA one hour film $850. Minute spot film $170. ID rate $90.

San Diego-Tijuana: XETV

Ch. 6. Owned by Radio-Television, S.A. Address: 4229 Park blvd., San Diego. Zone 3. Phone: CYpress 9-7191. Authorized eff. rad. pow.: visual 38 kw, aural 17 kw. Networks: ABC (prim.). Began operating February 18, 1953.

Representatives: National Weed Television Corp.

Stockholders: Emilio Azcarraga, principal stockholder.

Executives:
Julian M. Kaufman, *vice president & general manager*
Alejandro Nervo, *manager of operations*
William G. Mueller, *business manager*
Patricia Carey, *traffic manager*
Harrison W. H. Eagles, *merchandising promotion manager*
Marvin Schulman, *chief engineer*
Jose Marquez, *engineer in charge of operations*

San Francisco: KGO-TV

Ch. 7. Owned by American Broadcasting Co. Address: 277 Golden Gate ave. Zone 2. Phone: UNderhill 3-0077. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: ABC (prim.). Am station KGO, Began operating May 1949. Interconnected.

Representatives: National Blair TV. Washington attorneys McKenna & Wilkinson, consulting engineers Kear & Kennedy.

Stockholders: American Broadcasting-Paramount Theaters, Inc. (100%).

Executives:
Robert E. Kintner, *president*
James H. Connolly, *vice president & general manager*
David Sacks, *commercial manager*
Russell Baker, *program director*
Harry Jacobs, *chief engineer*
Victor Reed, *news & sports director*
Bill Adams, *farm commentator*
Ann Holden, *women's commentator*

Services: News AP, INS, PA. Live studios, number 3, size of largest 52' x 80', number live cameras 5. Remote equipment: full remote unit., number remote cameras 3.

Film & ID: 1 TP 35, 2 TP6, 1 TP 16 film projectors; 2 S&S slide projectors. Film should be sent to Bob Mitchell. Film required 48 hrs. before telecast; slides 48 hrs., artwork 1 wk. Film editing service: 16 mm.

Rates: Class AA one hour live $1,700. Minute spot live $375. ID rate $188.

San Francisco: KPIX

Ch. 5. Owned by Westinghouse Broadcasting Co., Inc. (Cal.). Address: 2655 Van Ness ave. Zone 9. Phone: PRospect 6-5100. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 35.5 kw, aural 17.8 kw. Networks: CBS (prim.). Began operating December 22, 1948. Interconnected.

Representatives: National The Katz Agency, Inc., attorney John Steen, consulting engineers Ralph Harmon.

Stockholders Wholly owned subsidiary of Westinghouse Electric Corp.

Executives:
Donald H. McGannon, New York, *president*
Philip G. Lasky, *general manager*
George Mathiesen, *assistant general manager*
Louis S. Simon, *sales manager*
William C. Dempsey, *program director*
Thomas T. Ely, *chief engineer*

Services: News UP. Live studios, number 3, size of largest 40' x 70', number live cameras 6. Remote equipment: truck complete with microwave equipment, number remote cameras 4.

Film & ID: 3 RCA TP 16-D & 2 GE Eastman PF-5 film projectors; 2 2x2 Selectro-slide Junior & 1 Gray Telop slide projectors. Film should be sent to (Commercial) Operations Desk; (Program) Program Manager. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, du Pont & Eastman film processed.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $1,700, film $1,700. Minute spot live $425, film $425. ID rate $213.

San Francisco: KRON-TV

Ch. 4. Owned by Chronicle Publishing Company. Address: 929 Mission st. Zone 19. Phone: GArfield 1-1100. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Began operating November 15, 1949. Interconnected.

Representatives: National Peters, Griffin & Woodward, Inc., Washington attorney John P. Hearne, consulting engineers Robert L. Hammett.

Stockholders: The Chronicle Publishing Company (100%).

Executives:
Charles Thieriot, *president*
Harold P. See, *general manager*
Norman Louvau, *sales manager*
Douglas Elleson, *program director*
J. L. Berryhill, *chief engineer*
Thomas F. Mullahey, *director of public affairs*
Roland Irving, *promotion director*
Thomas Smith, *business manager*
John Reavis Jr., *advertising & merchandising director*

Services: News AP. Live studios, number 2, size of largest 40' x 85', number live cameras 9. Remote equipment: mobile unit, turn-

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table, microwave, number remote cameras 5 equipped with a field Zoomar, 25", 17" and 13" lenses.

Film & ID: 2 film color cameras, RCA TK-26, & 1 film color camera RCA TK-20. 2 Eastman Model 250 & 2 RCA 16 mm film projectors; 2 Gray telejector slide projectors type TP-3c. 1 RCA Opaque Adaptor type TK-26 for color camera. 1 Bodde Rear View Projector, with 4x5 slides. Scanned area: 27/32x1⅛. Ess. area: ⅝x29/32. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, 16 mm.

Color Equipment: network, live, film, slides. 1 live camera 2 film chains, each equipped for 2x2 slides and 16 mm film.

Rates: Class A one hour live $1,500, film $1,500. Minute spot live $425, film $425. ID rate $212.50.

San Francisco: KSAN-TV

Ch. 32. Owned by S. H. Patterson. Address: 1111 Market st. Zone 3. Phone: Market 1-8171. Authorized eff. rad. pow.: visual 240 kw, aural 120 kw. Am station KSAN. Began operating April 6, 1954.

Representatives: National Stars National, Inc., Washington attorneys Reed T. Rollo, consulting engineers Radio Engineering Co.

Stockholders: S. H. Patterson (100%).

Executives:
Norwood J. Patterson, *executive supervisor*
Richard P. Bott, *general manager*
Guy Welch, *program & production manager*
James Warren, *news director*

Services: News local setup. Live studios, number 2, size of largest 30' x 50', number live cameras 4. Remote equipment: completely equipped remote truck, number remote cameras 3.

Film & ID: 2 16 mm Holmes film projectors; 1 2¼x2¼ 35 mm slide projectors, holds 32. Film should be sent to Guy Welch. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $225, film $225. Minute spot live $18, film $18. ID rate $10.

San Jose: KNTV

Ch. 11. Owned by Standard Radio & Television Co. Address: 645 Park ave. Phone: CYpress 7-5577. Authorized eff. rad. pow.: visual 20 kw, aural 10 kw. Operating pow.: visual 20 kw, aural 10 kw. Began operating September 12, 1955.

Representatives: National Bolling Co., Krieger & Jorgenson Washington attorneys, George P. Adair Engineering Co. consulting engineers.

Stockholders: Sunlite Bakery Co. (100%).

Executives:
A. T. Gilliland, *president*
Fran Conrad, *general manager*
Hal Chase, *sales manager*
Russ Truesdell, *program director*
Bruce Joyner, *chief engineer*
Calvin Cape, *film editor*

Services: News AP. Live studios, number 2, size of largest 40' x 60', number live cameras 2. Remote equipment: mobile truck complete with microwave, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $250, film $250. Minute spot live $77.50, film $70. ID rate $35.

San Luis Obispo: KVEC-TV

Ch. 6. Owned by Valley Electric Co. Address: 787 Higuera st. Phone: Liberty 3-0920. Authorized eff. rad. pow.: visual 16 kw, aural 8.9 kw. Operating pow.: visual 16 kw, aural 8.9 kw. Networks: CBS (prim.), ABC. Am station KVEC. Began operating May 25, 1953.

Representatives: National H-R Television, Inc., Washington attorneys Carol Stout, consulting engineers Robert L. Hammett.

Stockholders: John C. Cohan (50%); Jerome Kantro (50%). Mr. Cohan is president & 25% owner of KSBW-TV Salinas, in which Mr. Kantro has minority interest.

Executives:
John C. Cohan, *president*
Fred Beck, *general manager*
Graham Moore, *sales director*
Bob Wilton, *program director*
Bill Hargan, *chief engineer*
Ted Warner, *news director*
Miguel Castillo, *Spanish language director*

Services: News AP. Live studios, number 1, size of largest 45' x 60', number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, tape or metal mounted, prefer metal, safe viewing area: ⅞x1⅛, 4x5 opaques, safe area: 3¼x4. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 4 days.

Rates: Class A one hour live $260, film $200. Minute spot live $52, film $40. ID rate $20.

Santa Barbara: KEY-T

Ch. 3. Owned by Santa Barbara Broadcasting & Television Corporation. Address: 730 Miramonte drive. Phone WOodland 5-8533. Authorized eff. rad. pow.: visual 50 kw, aural 25 kw. Operating pow.: visual 50 kw, aural 25 kw. Networks: NBC (prim.), CBS, ABC. Began operating July 26, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Hogan & Hartson, consulting engineers Seymour Johnson (Santa Barbara) & Robert L. Hammett.

Stockholders: Harry C. Butcher (5.5%); Colin M. Selph (16.9%); Cecil I. Smith (10.8%); Arthur F. Marquette (9.2%); C. H. Jackson Jr. (26.2%); P. M. Hamilton (6.2%); Ronald Colman (9.2%); Alvin C. Weingand (1.8%); Beverly Weingand (1.8%); Arthur Rohde (1.5%); Seymour Johnson (1.5%); Lloyd Jones (1.5%); Radio KIST Inc. (7.69%).

Executives:
Colin M. Selph, *president & general manager*
Joseph P. Costantino, *program production manager*
Mary Ann Casey, *program, farm & women's director*
Lloyd Jones, *chief engineer*
William P. Huddy, *news & sports director*
Thomas Chase, *regional sales manager*
Virginia Lee, *promotion & sales advertising manager*

Services: Live studios, number 1, size of largest 52' x 52' x 52' (hex.), number live cameras 2.

Film & ID: 2 16 mm Eastman film projectors; 2 2x2 Spindler & Sauppe transparency slide projectors, 27/32x1⅛. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, 16 mm, 35 mm & 4x5.

Rates: Class A one hour live $450 plus live camera, film $450. Minute spot live $90 plus talent & camera, film $90. ID rate $45.

Stockton: KOVR

Ch. 13. Owned by Television Diablo, Inc. Address: 225 East Miner ave. Zone 2. Phone: Howard 6-6981. Authorized eff. rad. pow.: visual 138 kw, aural 72.2 kw. Operating pow: visual 138 kw, aural 72.2 kw. Began operating September 5, 1954.

Representatives: National Avery-Knodel, Inc., regional Frank King and Co., Washington attorneys McKenna and Wilkinson, consulting engineers Jansky and Bailey.

Stockholders: H. L. Hoffman (67.3%); J. A. McCullough (3.5%); C. E. Underwood (.71%); Herbert F. Sturdy (.04%); Gibson, Dunn and Crutcher (4.9%); Theodore R. Gamble (7.9%).

Executives:
Terry H. Lee, *president, general manager & program director*
Jay Watson, *commercial manager*
Richard J. Anderson, *chief engineer*
Walt Harris, *news & sports director*
Bill Ring, *farm director*
Glenn W. Kelley, *controller*

Services: News UP & facsimile. Live studios, number 2, size of largest 65' x 40', number live cameras 5. Remote equipment: fully equipped mobile unit and field gear, number remote cameras 3.

Film & ID: 4 16 mm (E-K) film projectors; 2 2x2 S&S slide projectors, 1 3¼x4 for opaques, etc. Film should be sent to John Kearns, Film Director. Film required 72* hrs. before telecast; slides 24 hrs., artwork 48 hrs. * Charge if received later. Film editing services.

Rates: Class A one hour live $800, film $800. Minute spot live $175, film $175. ID rate $88.

Tulare: KVVG

Ch. 27. Owned by UHF Telecasting Corp. Address: 1385 E. Tulare st. Phone: 6-4703. Authorized eff. rad. pow.: visual 151 kw, aural 81.3 kw. Began operating November 16, 1953.

Representative: Washington attorneys John P. Hearne.

Stockholders: Milton B. Scott (50%); Joseph Justman (50%). Mr. Scott also owns KOPP Ogden, Utah. Mr. Justman is movie producer.

Executives:
Ron Freeman, *general manager & sales manager*
Herschel McKenzie, *chief engineer*
Robert Lee, *operations manager*
Bob Lee, *news director*
Joe Ridgway, *film director*

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COLORADO

Colorado Springs: KKTV

Ch. 11. Owned by TV Colorado, Inc. Address: 512 S. Tejon st. Phone: MElrose 4-2844. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 107.5 kw, aural 54 kw. Networks: CBS (prim.), ABC. Began operating December 7, 1952. Interconnected.

Representatives: National The Bolling Co., Inc., regional Clarke Brown Co. (south), Washington attorneys Hogan & Hartson, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: James D. & Betty Z. Russell (50%); Colorado Broadcasting Company, Inc. (50%). James D. Russell, president & treasurer; Betty Z. Russell, vice president; Robert D. Ellis, vice president & secretary. Mr. Ellis votes stock of Colorado Broadcasting Company, Inc.

Executives:
James D. Russell, *president & general manager*
Robert D. Ellis, *vice president & national sales manager*
Carl Pehlman, *program director*
Dick Gillham, *production coordinator*
H. Cozine Strang, *transmitter supervisor*
Willis Shanks, *studio supervisor*
Jo Ann Rowe, *women's director*
Budd Dailey, *news & sports director*

Services: News UP. Live studios, number 2, size of largest 30' x 50', number live cameras 2. Remote equipment: available, number remote cameras 2.

Film ID: 2 RCA 16 mm film projectors; 1 Gray 35 mm glass & tape bound slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; processing for 16 mm reversal negative, positive and 35 mm slides.

Rates: Class AA one hour live $250, film $250. Minute spot live $60, film $60. ID rate $30.

Colorado Springs: KRDO-TV

Ch. 13. Owned by Pikes Peak Broadcasting Co., Inc. Address: 399 South Eighth st. Phone: MElrose 2-1515. Authorized eff. rad. pow.: visual 11.31 kw, aural 5.65 kw. Operating pow.: visual 11.31 kw, aural 5.65 kw. Networks: NBC (prim.). Am station KRDO. Began operating October 1, 1953. Non-interconnected.

Representatives: National John E. Pearson Co., regional John L. McGuire (Denver), Washington attorney George O. Sutton, consulting engineers James McNary.

Stockholders: Harry W. Hoth Jr. (22.94%); Harry C. Hoth Sr. (27.17%); William Gregory (39.22%).

Executives:
Harry W. Hoth Jr., *president & general manager*
Herbert Schubarth, *chief engineer*
William Grubbe, *news director*
Jack Finlayson, *sports director*
Glenn E. Lilly, *film director*

Services: News AP, UP, UP Facsimile. Live studios, number 2, size of largest 45' x 30', number live cameras 1.

Film & ID: 2 RCA TP 16 D film projectors; 1 Gray Telejector, 2x2 glass or metal bound, safety filed 18x24 mm. Film should be sent to Glenn E. Lilly, Film Director. Film required 72 hrs. before telecast; slides 24 hrs., artwork 72 hrs. Film editing services; 16 mm silent or sound; 35 mm for 2x2 slides, graphics for press and publicity.

Rates: Class A one hour live $227.50, film $175. Minute spot live $45.50, film $35. ID rate $17.50.

Denver: KBTV

Ch. 9. Owned by TV Denver, Inc. Address: 1089 Bannock. Zone 4. Phone: TAbor 5-6386. Authorized eff. rad. pow.: visual 282 kw, aural 141 kw. Operating pow.: visual 282 kw, aural 141 kw. Networks: ABC (prim.). Began operating October 12, 1952. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Haley, Doty & Wollenberg, consulting engineers A. Earl Cullum Jr.

Stockholders: John C. Mullins (50%); Webb & Knapp, Inc. (50%).

Executives:
John C. Mullins, *president*
Joseph Herold, *general manager*
Gil Lee, *assistant to the manager*
John Henry, *national sales manager*
R. W. Dupree, *business manager*
Shirley Hanheide, *assistant program director*
Marshall Faber, *operations manager*
Nelson Alquist, *chief engineer*
Mann Reed, *production manager*
Tom Carlisle, *news director*
Jill Ferris, *women's director*
William G. Walker, *promotion manager*
Don Mumford, *film director*

Services: News UP. Live studios, number 2, size of largest 57' x 60', number live cameras 4. Remote equipment: mobile truck, number remote cameras 3.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Don Mumford, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services available, processing available for b&w (1-hour service).

Rates: Class A one hour live $685, film $650. Minute spot live $157.50, film $145. ID rate $72.50.

Denver: KLZ-TV

Ch. 7. Owned by Aladdin Broadcasting Corporation. Address: 131 Speer blvd. Zone 3. Phone: MAin 3-4271. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station KLZ. Began operating November 1, 1953. Interconnected.

Representatives: National The Katz Agency, Inc., Pierson, Ball & Dowd Washington attorneys.

Stockholders: Time, Inc. (100%).

Executives:
Hugh B. Terry, *president & general manager*
Phil Hoffman, *station manager*
Jack Tipton, *commercial manager*
Clayton Brace, *program director*
Eugene Jenkins, *chief engineer*
Sheldon Peterson, *news director*
Starr Yelland, *sports director*

Services: News INS, UP. Live studios, number 2, size of largest 50'x50', number live cameras 4. Remote equipment: complete, including microwave link in mobile unit, number remote cameras 2.

Film & ID: 2 16 mm RCA film projectors; 1 2x2 telejector, 1 Super Projectall slide projector. Film should be sent to Program Film: Film Department; Spot Film: Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $750 plus fax, film $750. Minute spot live $200 plus fax, film $200. ID rate $100.

Denver: KOA-TV

Ch. 4. Owned by Metropolitan Television Co. Address: 1625 California st. Zone 2. Phone: MAin 3-6211. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Networks: NBC (prim.). Am station KOA. Began operating December 24, 1953. Interconnected.

Representatives: National NBC Spot Sales, Washington attorneys McKenna & Wilkinson, consulting engineers Kear & Kennedy.

Stockholders: William J. Ahern; George B. Berger Jr.; Hugh Catherwood; Thomas P. Campbell; John Crosswy; Richard M. Davis; Myron Emrich; Martin Gang; William Grant, president (5.5%); Arnold B. Gurtler Jr.; Quigg Newton; Bob Hope (39%); Robert S. Kohn; Norman Tyre; Ralph Radetsky; James L. Saphier, vice president (4.5%); Don Searle, secretary-treasurer (6%); Morrison Shafroth; Walter M. Simon; Henry W. Toll; David Touff; Hendrie & Bolthoff Company (14%).

Executives:
William Grant, *president & general manager*
William F. MacCrystall, *general sales manager*
Heyward Siddons, *program manager*
J. A. Slusser, *director of engineering*
Ken White, *news director*
Chuck Muller, *farm director*
John Henry, *sports director*
Del Greenwood, *tv promotion manager*

Services: News INS, AP, UP Unifax. Live studios, number 2, number live cameras 2. Remote equipment: field switcher and generator, number remote cameras 2.

Film & ID: 2 RCA TP6A 16 mm film projectors; 1 Gray 2x2 telejector, $1\frac{1}{8}$x$\frac{27}{32}$ projection; 1 Gray 4x5 teloptican, opaques or slides, $3\frac{3}{16}$x$4\frac{1}{4}$ projection. Film should be sent to C. Van Haaften. Film required 48 hrs. before telecast; slides 24 hrs. Film editing services, SOF, double or single; Houston-Du Pont 930 & 931.

Color Equipment: network.

Rates: Class A one hour live $650, film $650. Minute spot live $175 plus $15 fax, film $175 plus $35 fax. ID rate $87.50.

Denver: KTVR

Ch. 2. Address: 550 Lincoln. Phone: KEystone 4-4281. Authorized eff. rad. pow.:

visual 100 kw, aural 50.1 kw. Began operating July 18, 1952. Non-interconnected.

Representatives: National Hoag-Blair, Washington attorneys Loucks, Zias, Young and Jansky, consulting engineers Commercial Radio Equipment Co.

Stockholders: Gotham Broadcasting Co. (50%); Radio Hawaii (KPOA) (50%).

Executives:
J. Elroy McCaw, *president*
Hugh Ben LaRue, *executive vice president*
Jon R. McKinley, *general manager*
Arthur Stringer, *commercial manager*
Richard McDaniels, *program director*
Les Dunne, *chief engineer*

Services: Live studios, number 2, size of largest 35′ x 70′, number live cameras 4. Remote equipment: RCA microwave gear, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 Spindler 2x2 & 1 Multiscope 2¼x3¼ slide projector. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Rates: Class A one hour live $500. Minute spot live $100. ID rate $50.

Grand Junction: KREX-TV

Ch. 5. Owned by Western Slope Broadcasting Company, Inc. Address: Box 30. Phone: CHapel 2-5000. Authorized eff. rad. pow.: visual 12.9 kw, aural 6.45 kw. Operating pow.: visual 12.9 kw, aural 6.45 kw. Networks: CBS (prim.), ABC, NBC. Am station KREX. Began operating May, 1954. Interconnected.

Representatives: National Hal Holman Co., regional John McGuire Co. (Denver), Washington attorneys Miller & Schroeder, consulting engineers Commercial Radio Equipment Co.

Stockholders: Rex G. Howell, president (71%); Ruth Kendrick, vice president (3%); Laura Howell, director (24%); Marlene Jane Howell (2%). Also owns KGLN Glenwood Springs, Colorado and satellite KFXJ-TV Montrose, Colorado.

Executives:
Rex Howell, *president & general manager*
Robbie Robinson, *commercial manager & program director*
Cecil Whitchurch, *chief engineer*
Ray Kelley, *news & farm director*
Vivian Brown, *women's director*
Gene King, *sports director*
Roy Adamson, *secretary-treasurer*

Services: News INS photo service. Live studios, number 2, size of largest 30′ x 30′, number live cameras 2.

Film & ID: 2 16 mm film projectors; standard 2″ slide projectors. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 24 hrs., artwork 72 hrs. Film editing services; negative only processing for both slides and 16 mm.

Rates: Class A one hour live $150, film $120. Minute spot live $24 plus talent & live camera, film $24. ID rate $12.

Montrose: KFXJ-TV

Ch. 10. Satellite of KREX-TV Grand Junction.

Pueblo: KCSJ-TV

Ch. 5. Owned by Star Broadcasting Co., Inc. Address: Big Hill. Phone: LIncoln 4-5782. Authorized eff. rad. pow.: visual 13.5 kw, aural 6.76 kw. Operating pow.: visual 5 kw, aural 2.5 kw. Networks: NBC (prim.). Am station KCSJ. Began operating June 13, 1953.

Representatives: National John E. Pearson Co., regional John L. McGuire & Co., Washington attorneys Koteen & Burt, consulting engineers Commercial Radio Equipment Co.

Stockholders: Bankers Life & Casualty Co., Chicago (100%).

Executives:
C. W. Smith, *president*, Telerad, Inc.*
Dan Durniak, *operations manager & program director*
Marion Cunningham, *chief engineer*
John Howard, *news director*
Jimmy Cox, *farm director*
Mary Smith, *women's director*
John Douglas, *sports director*
* KCSJ-TV & am is managed by Telerad, Inc.

Services: News UP. Live studios, number 3, size of largest 60′ x 150′, number live cameras 3. Remote equipment: available, number remote cameras 2.

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STATIONS: CONN.-DEL.

Film & ID: 2 16 mm film projectors; 2 2-slide projectors, 2x2 slides, 3¼x4¼ opaques, crawl scroll, ticker news tape. Film should be sent to Operations Desk. Film required 72 hrs. before telecast.

Rates: Class A one hour live $195, film $150. Minute spot live $39, film $30. ID rate $15.

CONNECTICUT

Bridgeport: WICC-TV

Ch. 43. Owned by Southern Connecticut & Long Island Television Co. Address: P.O. Box 9140. Zone 1. Phone: AMherst 3-1601. Authorized eff. rad. pow.: visual 18 kw, aural 9 kw. Operating pow.: visual 1 kw, aural .5 kw. Networks: ABC (prim.). Am station WICC. Began operating March 25, 1952. Non-interconnected.

Representatives: National Adam Young, Washington attorneys McKenna & Wilkinson, consulting engineers Frank McIntosh & Assoc.

Stockholders: Bridgeport Broadcasting Co. (WICC) (69%); Philip Merryman, president (4.6%); G. Gresham Griggs, treasurer (5.7%); J. Kenneth Bradley, secretary (5.75%); Voting trust of Bridgeport Broadcasting Co. also has Mr. Merryman as president.

Executives:
Philip Merryman, *president & general manager*
Manning Slater, *commercial manager & sports director*
Irving Magilnick, *program director*
Alvin Andrus, *chief engineer*
Bill Whalen, *news director*

Services: News, AP. Live studios, number 2, size of largest 20'x35', number live cameras 2.

Film & ID: 2 16 mm GPL film projectors; 2 35 mm slide projectors. Film should be sent to Irving Magilnick, film director. Film required 24 hours before telecast; slides 24 hours, artwork 60 hrs. Film editing services; Houston DuPont 901, negative-positive reversal.

Rates: Class A one hour live $100, film
Services: News, UP, Film Service Fascimile $100. Minute spot live $20, film $20. ID rate $10.

Hartford: WHCT

Ch. 18. Owned by CBS, Inc. Address: 555 Asylum st. Zone 5. Phone: JAckson 5-2611. Authorized eff. rad. pow.: visual 214 kw, aural 98.4 kw. Operating pow.: visual 214 kw, aural 98.4 kw. Networks: CBS (prim.). Began operating September 22, 1954. Interconnected.

Representatives: National CBS Tv Spot Sales.

Stockholders: CBS, Inc.

Executives:
Harvey J. Struthers, *general manager*
Lamont Thompson, *sales manager*
John Downey, *program manager*
Joseph Dowling, *promotion manager*
Harold Dorshug, *director of operations*
Daniel German, *film director*

Services: News, UP, INS. Live studios, number 3, size of largest 19'x38', number live cameras 2. Remote equipment available, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Daniel German, Film Director. Film required 48 hrs. before telecast; slides 12 hrs., artwork 24 hrs. Film editing services, reversal.

Rates: Class A one hour live and film $650. Minute spot $130. ID rate $65.

West Hartford: WNBC

Ch. 30. Owned by NBC Address: 1422 New Britain ave. Zone 10. Phone: ADams 3-8551, Hartford; BAldwin 3-3603, New Britain. Authorized eff. rad. pow.: visual 191 kw, aural 102 kw. Operating pow.: visual 12.38 kw, aural 7.42 kw. Networks: NBC (prim.). Am station WKNB. Began operating February 11, 1953. Interconnected

Representatives: National NBC Spot Sales.

Stockholders: Wholly-owned subsidiary of RCA.

Executives:
Peter B. Kenney, *vice president & general manager*
Erwin Needles, *local commercial manager*
Robert W. Bray, *program director*
John Shipley, *chief engineer*
Gail H. (Barry) Barents, *news director*
David Scott, *assistant manager & national sales manager*
Mrs. Eileen Burr, *women's director*
Lanny Pike, *production director*
Frank A. Wooding, *promotion & publicity director*
Philip B. Hale, *film supervisor*

Services: News, UP, Film Service Facsimile. and Wire, AP Wire. Live studios, number 2, size of largest 60'x40'x18', number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 4 2x2 slide projectors. Film should be sent to Philip B. Hale. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs.

Color Equipment: network.

Rates: Class A one hour live $500, film $500. Minute spot live $100, film $100. ID rate $50.

New Haven: WNHC-TV

Ch. 8. Owned by Triangle Publications, Inc. Address: 1110 Chapel st. Zone 10. Phone: SPruce 7-3611. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: ABC (prim.), CBS. Am station WNHC. Began operating June 15, 1948.

Representatives: National The Katz Agency, Inc., Washington attorneys Lyon, Wilner & Bergson, consulting engineers Kear & Kennedy.

Stockholders: Walter H. Annenberg & family.

Executives:
Aldo DeDominicis, *general manager*
Edward D. Taddei, *executive vice president*
Vincent DeLaurentis, *chief engineer*
J. Vincent Callanan, *commercial manager*
Lee Manson, *program director*

Services: News INS. Live studios, number 2, size of largest 25' x 45', number live cameras 5. Remote equipment available.

Film & ID: 5 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast, slides 48 hrs., artwork 1 wk. Film editing services, Houston-Fearless; 16 mm reversal film, Du Pont stock.

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,000, film $1,000. Minute spot live $225, film $225. ID rate $100.

Waterbury: WATR-TV

Ch. 53. Owned by WATR, Inc. Address: 440 Meadow st. Zone 20. Phone: PLaza 5-1121. Authorized eff. rad. pow.: visual 245 kw, aural 125 kw. Operating pow.: visual 24.5 kw, aural 12.5 kw. Networks: ABC (prim.). Am station WATR. Began operating September 6, 1953. Interconnected.

Representatives: National Burke Stuart Co. Inc., Washington attorneys, Pierson, Ball & Dowd, consulting engineers, Garo Ray.

Stockholders: Harold Thomas, president (99%); Mrs. Harold Thomas (.5%); Bernard Zucker (.5%).

Executives:
Harold Thomas, *president*
Samuel Elman, *general manager & commercial manager*
Astrid Curtis, *program director & women's director*
Andrew Toross, *chief engineer*

Services: News, UP. Live studios, number 1, number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Mrs. Astrid Curtis. Film required 48 hours before telecast; slides 48 hours, artwork 48 hours.
Rates: Class A one hour live $200, film $200. Minute spot live $60, film $60. ID rate $30.

DELAWARE

Wilmington: WPFH

Ch. 12. Owned by WPFH Broadcasting Co. Address: Suburban Station bldg., Philadelphia. Phone: LOcust 8-2262, Philadelphia; OLympia 6-8171, Wilmington. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Am & fm stations WIBG Philadelphia. Began operating June 30, 1949.

Representatives: National Paul H. Raymer Co., Inc., Washington attorneys Haley, Doty

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Stockholders: Paul F. Harron, president & controlling stockholder.

Executives:
Paul F. Harron, *president & general manager*
Glenn B. Lau, *commercial manager*
Marvin Fisher, *production manager*
Luther O. Piersol, *chief engineer*
William J. Conran, *promotion manager*

Rates: Class AA one hour live $1,000, film $1,000. Minute spot live $200, film $200. ID rate $100.

DISTRICT OF COLUMBIA

Washington: WMAL-TV

Ch. 7. Owned by The Evening Star Broadcasting Company, Inc. Address: 4461 Connecticut ave., N.W. Zone 8. Phone: KEllogg 7-1100. Authorized eff. rad. pow.: visual 252 kw, aural 134.5 kw. Operating pow.: visual 25 kw, aural 12.5 kw. Networks: ABC (prim.). Am station WMAL. Began operating October, 1947. Interconnected.

Representatives: National H-R Television, Inc., Washington attorneys Hogan & Hartson, consulting engineers Jansky & Bailey, Inc.

Stockholders: Evening Star Newspaper Company (100%), publisher of Washington Evening Star.

Executives:
John W. Thompson Jr., *president*
F. S. Houwink, *general manager*
Neal J. Edwards, *commercial manager*
Theodore N. McDowell, *program director*
Allan T. Powley, *chief engineer*
Richard Rendell, *news director*

Services: News AP. Live studios, number 3, size of largest 40′ x 70′, number live cameras 6. Remote equipment: available.

Film & ID: 2 RCA TP16A film projectors; 2 Spindler & Sauppe 35 mm automatic slide projectors. Film should be sent to Film Department. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour $1,200. Minute spot $240. ID spot rate $120.

Washington: WRC-TV

Ch. 4. Owned by National Broadcasting Co., Inc. Address: Sheraton Park Hotel. Zone 8. Phone: ADams 4-5400. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station WRC. Began operating June 27, 1947.

Representatives: National NBC Television Spot Sales, New York attorneys Cahill-Gordon, Reindel & Ohl, consulting engineers NBC New York.

Stockholders: National Broadcasting Co., Inc. (100%).

Executives:
Carleton D. Smith, *vice president & general manager*
Joseph Goodfellow, *director of sales*
Charles de Lozier, *tv sales manager*
James Kovach, *director of programs*
William Grayson, *program manager*
William Coyle, *director of promotion, advertising & public relations*
Lefferts A. McClelland, *director of operations*
John Rogers, *engineer in charge*
John Lavan, *business manager*
Cassius Keller, *director of news*
Burton Bridgens, *public service programs manager*

Services: News AP, UP, INS. Live studios, number 3, size of largest 52′ x 76′, number live cameras 8. Remote equipment: 2 mobile units with associated equipment.

Film & ID: 2 16 mm film projectors; 1 Gray telop, 4x5 card, 2½x3¼ picture area; 2 35 mm slide projectors. Film should be sent to John Johnson — Film Editing Room. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services available.

Color Equipment: network.

Rates: Class AA one hour live $1,250. Minute spot max. $165. ID rate $200.

Washington: WTOP-TV

Ch. 9. Owned by Washington Post Co. Address: Broadcast House, 40th & Brandywine, N.W. Phone: EMerson 2-9300. Authorized eff. rad. pow.: visual 316 kw, aural 174 kw. Operating pow.: visual 316 kw, aural 174 kw. Networks: CBS (prim.). Am & fm stations WTOP. Began operating January 16, 1949.

Representatives: National CBS Television Spot Sales, Washington attorneys Covington & Burling, consulting engineers George C. Davis.

Stockholders: Washington Post Company (100%), publisher of Washington Post. Also owns WMBR-TV & WMBR Jacksonville, Florida.

Executives:
John S. Hayes, *president*
George F. Hartford, *vice president for television*
Robert A. J. Bordley, *sales manager*
Robert Adams, *promotion director*
Edward F. Ryan, *news & public affairs director*
Thomas B. Jones, *director of tv program operations*
Stanley Reid, *production director*
William Hedgpeth, *film director*
Joseph P. Dowling, *sales promotion director*
Clyde M. Hunt, *vice president engineering*
Lawrence A. Wilkinson, *technical operations manager*
Donald H. Cooper, *chief tv engineer*

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,500, film $1,500. Minute spot live $375, film $375. ID rate $170.

Washington: WTTG

Ch. 5. Owned by Du Mont Broadcasting Corp. Address: 12th & Pennsylvania ave. Zone 4. Phone: STerling 3-5300. Authorized eff. rad. pow.: visual 50 kw, aural 25 kw. Operating pow.: visual 50 kw, aural 25 kw. Began operating January 1, 1947.

Representatives: National Paul H. Raymer Co., Inc. Consulting engineers Allen B. Du Mont Laboratories, Inc.

Stockholders: Du Mont Broadcasting Corp. (100%).

Executives:
Bernard L. Goodwin, *president*
Ted Cott, *director O&O stations*
James Anderson, *general manager*
Jules Huber, *local sales manager*
Perry Walders, *national sales manager*
F. V. Guidice, *program director*
M. M. Burleson, *chief engineer*
Matthew Warren, *news director*
Weston J. Harris, *director of special events*

Services: News INS. Live studios, number 2, size of largest 30′ x 60′, number live cameras 9. Remote equipment: 1 Du Mont mobile unit, number remote cameras 4.

Film & ID: 2 RCA 16 mm film projectors; 2 Selectro-Slide slide projectors, 2x2 metal bound slides. Film should be sent to Louis Lorenzetti.

Color Equipment: network.

Rates: Class A one hour live $600, film $600. Minute spot live $120, film $120.

FLORIDA

Daytona Beach: WESH-TV

Ch. 2. Owned by Telrad, Inc. Address: 6th & Center sts. Phone: CLinton 3-6591. Authorized eff. rad. pow.: visual 5 kw, aural 2 kw. Operating pow.: visual 5 kw, aural 2 kw. Began operating June 11, 1956. Non-interconnected.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Dempsey & Koplovitz, consulting engineers Frank H. McIntosh & Assoc.

Stockholders: WCOA, Inc. is licensee of WCOA Pensacola, is 100% owned by the *Jacksonville Journal.*

Executives:
John H. Perry Jr., *president*
T. S. Gilchrist Jr., *vice president & general manager*
W. W. Atterbury Jr., *secretary-treasurer*
Walter M. Strouse, *station manager & commercial manager*
William Hall, *program & news director*
A. O. Peck, *chief engineer*
Kathy Senior, *women's director*
Charles Shaw, *sports director*

Color Equipment: network.

Rates: Class A one hour live $200, film $200. Minute spot live $30, film $30. ID rate $20 (10 sec.).

Miami: WITV

Ch. 17. Owned by Gerico Iavestment Co. Address: 228 N.E. 3rd st. Phone: FRanklin 4-3108. Authorized eff. rad. pow.: visual 536 kw, aural 321 kw. Operating pow.: visual 536 kw, aural 321 kw. Networks ABC (prim.). Began operating November 25, 1953. Interconnected.

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A subscription to RADIO-TELEVISION DAILY will not only keep you informed on industry spot news and equipment, but will answer your every question on radio and television through the year.

STATIONS: FLORIDA

Representatives: National Forjoe TV, Inc., Washington attorneys Welch, Mott & Morgan, consulting engineers Lohnes & Culver.

Stockholders: Russell E. Lowell (19.3%); Mortimer W. Loewi (15.5%); E. J. Richardson (11.3%); George W. English (14.0%); L. Coleman Judd (8.6%).

Executives:
L. Coleman Judd, *president*
C. Edward Little, *general manager*
John Crocker, *commercial manager*
Jean Sceurman, *program director*
William Latham, *chief engineer*
William Bayer, *news director*
Mrs. Bea May, *women's director*
Clure Mosher, *sports director*
Lee Phillips, *national sales manager*

Services: News UP. Live studios, number 2, size of largest 40′ x 60′, number live cameras 7. Remote equipment: Du Mont equipped remote bus, RCA micro-wave, number remote cameras 5.

Film & ID: 3 16 mm RCA film projectors; 2 2x2 slide projectors, critical area: ⅝x1³⁄₁₆. Film should be sent to John Murphy, 5500 Hallandale Beach blvd., Hollywood, Fla. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $500, film $500. Minute spot live $120, film $100. ID rate $55.

Fort Myers: WINK-TV

Ch. 11. Owned by Fort Myers Broadcasting Co. Address: 2824 Palm Beach blvd. Phone: 4-1331. Authorized eff. rad. pow.: visual 12 kw, aural 6 kw. Operating pow.: visual 2 kw, aural 1 kw. Networks: CBS (prim.), ABC. Am station WINK. Began operating March 1955. Non-interconnected.

Representatives: National Joseph Hershey McGillvra, James S. Ayers (Atlanta), Cohn & Marks, Washington attorneys, Russell May consulting engineers.

Stockholders: United Garage & Service Corporation (100%); United G. & S. owners, Arthur B. McBride Jr. (50%); Edward J. McBride (50%).

Executives:
Edward McBride, *president*
A. J. Bauer, *general manager & commercial manager*
Frank Nodine, *program director & sports director*
Bob Bachman, *chief engineer*
Vernon Lundquist, *news director*
Tom Brask, *farm director*

Services: News AP Wire, AP Photofax. Live studios, number 1, size of largest 20′ x 30′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, super projectal, 3x4 opaques. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 12 hrs. Film editing services.

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $25. ID rate $15.

Jacksonville: WJHP-TV

Ch. 36. Owned by The Jacksonville Journal Co. Address: 4038 Phillips hwy. Zone 7. Phone: EXbrook 8-9751. Authorized eff. rad. pow.: visual 276 kw, aural 138 kw. Operating pow.: visual 276 kw, aural 138 kw. Networks: NBC (prim.), ABC. Am station WJHP. Began operating December 13, 1953. Interconnected.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Dempsey & Koplovitz, consulting engineers Frank McIntosh & Assoc.

Stockholders: John H. Perry radio and tv stations and newspapers (100%). (WJHP am-fm, WCOA, WDLP, WTMC, WESH-TV).

Executives:
John H. Perry Jr., *president*
T. S. Gilchrist Jr., *general manager*
Bill Fraker, *station & commercial manager*
Beecher Hayford, *technical director*
Charles L. Carter Jr., *chief engineer*
Bob Dow & Charles Schon, *news directors*
Martha Thomas, *program & women's director*
Ted Cassidy, *sports director*

Services: News UP, Unifax. Live studios, number 2, size of largest 4,000 sq. ft., number live cameras 3.

Film & ID: 2 16 mm film projectors; 1 2x2 tape mounted slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $360, film $300. Minute spot live $72, film $60. ID rate $30.

Jacksonville: WMBR-TV

Ch. 4. Owned by The Washington Post Co. Address: 605 South Main st. Zone 7. Phone: EXbrook 8-0501. Authorized eff. rad. pow.: visual 100 kw, aural 70 kw. Operating pow.: visual 100 kw, aural 70 kw. Networks: CBS (prim.), ABC. Am & fm station WMBR. Began operating September 1949. Interconnected.

Representatives: National CBS Television Spot Sales, Washington attorneys Covington & Burling.

Stockholders: The Washington Post Co. (100%).

Executives:
Philip L. Graham, *president, Washington Post Co.*
John S. Hayes, *vice president, Washington Post Co.*
Glenn Marshall Jr., *president, WMBR Division*
Charles M. Stone, *vice president WMBR-TV*
David H. Booher, *sales manager*
Harry Kalkines, *program director & film buyer*
Ernest B. Vordermark, *chief engineer*
Bill Grove, *news director*
Claude Taylor, *farm director*
Virginia Atter, *women's director*
Dick Stratton, *sports director*
Kenneth N. McClure, *promotion manager*
Leonard Mosby, *production manager*

Services: News UP Unifax, UP News Service, US Weather Bureau Weather Wire. Live studios, number 2, size of largest 40′ x 55′, number live cameras 3. Remote equipment: DuMont & General Electric Microwave, number remote cameras 2.

Film & ID: 2 GE-Eastman 16 mm film projectors; 2 2x2 automatic slide projectors. Film should be sent to Jack Sears, Film Dept. Film required 5 pm of the fifth working day before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, 16mm.

Color Equipment: network, 2-color slides.
Rates: Class AA one hour live $700, film $700. Minute spot live $180, film $180. ID rate $80.

Miami: WCKT

Ch. 7. Owned by Biscayne Television Corp. Address: 1401 No. Bay Causeway. Mailing address: P.O. Box M. Little River station. Zone 38. Phone: PLaza 1-6692. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC (prim.). Am station WCKR. Began operating July 29, 1956. Interconnected.

Representatives: National NBC Spot Sales, Washington attorneys Hogan & Hartson, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: Niles Trammell (15%); John S. Knight (17.5%); James M. Cox Jr. (30.5%); James L. Knight (10%); C. Blake McDowell (5%); J. Leonard Reinsch (5%); Lee Hills (5%); Owen F. Uridge (5%); James M. LeGate (3.5%); Milton C. Scott (3.5%).

Executives:
Niles Trammell, *president & general manager*
James M. LeGate, *manager*
Charles L. Kelly, *operations manager*
M. C. Scott Jr., *chief engineer*
Robert L. Fidlar, *commercial manager*
Robert Gilbert, *production manager*
Charles Harrison, *news director*
Ruth Richardson, *traffic manager*
Frank Struzzieri, *film editor*
Marshall Parsons, *sports director*
William Bischoff, *farm director*

Services: News AP (Voice), INS Telenews, Unifax. Live studios, number 1 main studio, 2 auxiliary, size of largest 60′ x 80′, number live cameras 3. Remote equipment: RCA TJ-56 mobile unit with microwave & audio plus 2 camera chains, number remote cameras 2.

Film & ID: 2 RCA TP-666 film projectors; 2x2 slide projectors. Film should be sent to Frank Struzzieri, Film Editor. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, complete 16 mm lab; Houston Lab Master, 16 mm reversal & negative.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $1,187.50, film $950. Minute spot live on request, film $237. ID rate 50% applicable announcement rate.

Miami: WGBS-TV

Ch. 23. Owned by Storer Broadcasting Co. Address: 216 N. E. 21st st. Phone: FRanklin 4-1759. Operating pow.: visual 186 kw, aural 93 kw. Am station WGBS. Began operating May 5, 1953. Interconnected.

Representatives: National Katz Agency,

This is an excerpt from Pulse's new informative booklet

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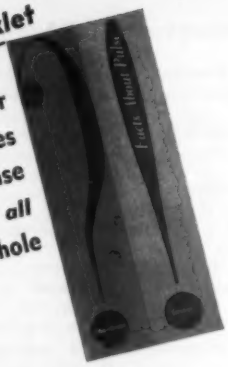

What Does Pulse Mean?

Quality and accuracy! In directly usable form, Pulse provides latest raw-data facts about TV/Radio audiences.

Minimum Pulse sampling totals 2,000,000 different *families* annually – millions of *members* of families! Market by market, or for the nation, Pulse is the industry's largest scientific sampling available – exceeded only by U. S. Census.

U. S. Census housing statistics and Sales Management standard data guide Pulse's randomized, probability sampling, producing truly representative results. Figures are processed exactly as received. No statistical re-arrangement or manipulation, no formulas, no adjustments are employed.

Hence you can apply Pulse-validated data directly for buying or selling time, talent, programming–or for any of the many collateral merchandising and promotion activities inseparable from result-producing advertising.

We interview all members of a home available at the time of our visit. Yes, we are "doorbell ringers." We use no short-cuts or substitutes for face-to-face interviewing – the sole Pulse method.

To find most persons at home, our Pulse interviewing begins late in the afternoon; 4 to 5 for the four hours that follow breakfast, meaning 8-12 noon. Then 5 to 6 we interview for watching and listening from noon until 4. 6 to 7 finds most-persons-at-home, the ideal time to check the previous night from 7 to midnight. From 7 to 8, we study the 4-7 period, and 6-8 breakfast time.

Family members cross-check each other – extra assurance of Pulse accuracy, recorded by skilled interview specialists. Since 1941 Pulse interviewing techniques have proven to be not only statistically reliable, but so psychologically sound that tie-in with householder response is natural.

We do not "adjust" or tinker with the results. Minor refinements have occurred in the natural progress of Pulse–*larger samples, more time periods,* and since 1955, *three visits* to reduce to a minimum "Not-At-Homes" in the original sample. (The influence of the "Not-At-Home" has proven insignificant; each report states the percentage.)

Thanks to all of this costly extra care, Pulse avoids the bias of fixed panels, as in machine, diary, or combinations thereof. *And Pulse is able to include in its sampling universe the millions of educationally handicapped who can not use diaries or refuse them–or the millions of homes that do not have telephones, and the many homes that refuse to permit devices to be attached to their sets.*

Let me emphasize the fact that nothing takes the place of face-to-face interviewing in the home. *Personal interviewing is the fact-finding method most widely used by government, business, industry, agencies, and research specialists.*

Pulse interviewers are adult, married women. Local residents of the communities they interview, they are carefully selected, expertly trained, constantly supervised. And their work is independently verified and spot-checked.

One final word: *about Pulse's standard aided recall technique. Aided recall* is not just "remembering." Aided recall, "memory-jogging," is applied in Pulse's technique of associated activities framing the brief span of a few hours, for which a printed roster is used–an actual section of program logs supplied by the stations themselves.

Simply showing a roster would mislead and result in unreliable, fantastic identification! *It is necessary to determine family activity BEFORE the printed roster is used to aid specific recall, and pin down the facts accurately.*

If an interviewer finds no viewing or listening, she completes a few necessary routine questions, and without ever having shown a roster passes to the next assigned family. *Only when TV or radio activity has been engaged in is the roster used, accompanied by intensive probing.*

Sydney Roslow
Director

THE PULSE, INC. *730 Fifth Avenue, New York 19, New York • 6399 Wilshire Boulevard, Los Angeles 48, California*

Largest Sampling Outside U. S. Census

2,000,000
different families

Nothing takes the place of INTERVIEWS in the HOME

P

Inc., Washington attorney Earl Gammons, consulting engineers Lohnes & Culver.

Stockholders: Storer Broadcasting Co. (100%).

Executives:
George B. Storer, *president*
Walter Koessler, *general manager*
Richard Sloan, *commercial manager*
Terry Mason, *program director*
William Needs, *chief engineer*
Elliott McCauley, *news director*
Bob Edell, *sports director & advertising & promotion manager*

Services: News UP, Unifax. Live studios, number 1, size of largest 28' x 15', number live cameras 5. Remote equipment: complete mobile unit, number remote cameras 2.

Film & ID: 2 16 mm GE Syncrolite film projectors; Gray Telejector or RCA Flying spot scanner 2x2 tape mounted slide projectors; viewlex safe viewing area, NBC standards. Film should be sent to Douglas Johnson. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs.

Rates: Class A one hour live $350—pro. chgs. on request, film $350. Minute spot live $70 prod. on request, film $70. ID rate $35.

Miami: WTVJ

Ch. 4. Owned by WTVJ, Inc. Address: 316 N. Miami ave. Zone 31. Phone: Fr 4-6262. Authorized eff. rad. pow.: visual 100 kw, aural 70 kw. Operating pow.: visual 100 kw, aural 70 kw. Networks: CBS (prim.). Began operating March 21, 1949. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Segal, Smith & Hennessey Washington attorneys, Jansky & Bailey, Inc. consulting engineers.

Stockholders: Wolfson-Meyer Corp. (99.1%).

Executives:
Mitchell Wolfson, *president*
Lee Ruwitch, *executive vice president & general manager*
John S. Allen, *vice president & general sales manager*
John Shay, *vice president in charge of operations*
Richard Wolfson, *legal director*
Earl Lewis, *chief engineer*
Robert J. Ross, *comptroller*
Louis Wolfson, *business manager & film director*
Burt Toppan, *promotion manager*
Stan Gordoni, *national sales manager*
Jon Arden, *merchandising director*
Joseph H. Kline, *director of engineering operations*
Lee Waller, *director of program operations*
Ash Dawes, *director of production operations*
Mary Ford, *local sales manager*
Jack Cummins, *sports director*
George Vickery, *public service director*
Ralph Renick, *news director*

Services: News UP wire, Fax, CBS news films. Live studios, number 3, size of largest 68' x 100', number live cameras 11. Remote Equipment: complete Linn Special truck, plus WTVJ-built truck which can handle 12 cameras, number remote cameras 3 DuMont field.

Film & ID: 2 16 mm film projectors; 1 3¼x4 Balop slide projector. Film should be sent to Dave Riddle. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; 16 mm Metal Master.

Color Equipment: network. RCA studio camera, complete film & 2x2 Balop color projector.

Rates: Class AA one hour live on request, film $1,000. 20 sec. spot film $250. ID rate $125.

Orlando: WDBO-TV

Ch. 6. Owned by Orlando Broadcasting Co., Inc. Address: 30 S. Ivanhoe blvd. E. Phone: 5-0541. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.), ABC, NBC. Am & fm stations WDBO. Began operating July 1, 1955. Interconnected.

Representatives: National Blair Television Assoc., Inc., George O. Sutton Washington attorneys, George C. Davis consulting engineers.

Stockholders: Harold P. Danforth, president (18.4%); James E. Yarbrough, vice president (18.4%); J. Thomas Gurney, vice president & secretary (16%); Frank W. Reed, treasurer (7.3%); William G. McBride, director (13.7%); Hazel O. Jacobs (11.73%); John M. Pedrick (11.7%); J. Ray Campbell (2%); T. Sherman Penny (.66%).

Executives:
Harold P. Danforth, *president & general manager*
Agnes V. Carlson, *co-ordinator of sales*
Walter Sickles, *program director*
J. E. Yarbrough, *chief engineer*
Phil Brook, *news director*
Mark V. Barker Jr., *production director*
Don McAllister, *sports director*
Harold P. Danforth Jr., *film director*

Services: News AP. Live studios, number 1, size of largest 40'x60', number live cameras 2.

Film & ID: 2 16 mm GE film projectors; 1 2x2 Gray Telojector (10/16 x 15/16). Film should be sent to Harold Danforth Jr., 950 North Texas ave., Orlando. Film required 72 hrs. before telecast; slides 72 hrs., artwork 1 week. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $250, film $250. Minute spot live $55, film $55. ID rate $27.50.

Panama City: WJDM

Ch. 7. Owned by J. D. Manly. Address: P. O. Box 428. Phone: ADams 4-2251. Authorized eff. rad. pow.: visual 9.12 kw, aural 4.57 kw. Operating pow.: visual 9.12 kw, aural 4.57 kw. Networks: ABC, NBC, CBS. Began operating December 1, 1953.

Representatives: National George P. Hollingbery Co., regional Clarke Brown Co., Washington attorneys Welch, Mott & Morgan, consulting engineers Commercial Radio Equipment Co.

Stockholders: J. D. Manly (100%).

Executives:
Mel Wheeler, *general manager*
Harry C. Babb Jr., *station manager*
Byron Hayford, *sales manager*
Jerry Christopher, *program director*
Claude Maenza, *chief engineer*

Rates: Class A one hour live $168, film $140. Minute spot live $33, film $28. ID rate $17.

Pensacola: WEAR-TV

Ch. 3. Owned by Gulfport Broadcasting Corp. Address: Box 431. Phone: GLendale 5-7311. Authorized eff. rad. pow.: visual 55 kw, aural 33.1 kw. Operating pow.: visual 55 kw, aural 33.1 kw. Networks: ABC, CBS. Am station WEAR. Began operating January 13, 1954.

Representatives: National George P. Hollingbery Co., Washington attorneys Welch, Mott & Morgan, consulting engineers Commercial Radio Equipment Co.

Stockholders: Charles W. Smith, chairman (51%); Mel Wheeler, president & secretary-treasurer (25%); F. M. Turner (12%); A. C. Johnson (12%). Mel Wheeler is also general manager of WJDM Panama City, Florida.

Executives:
Mel Wheeler, *general manager*
Milt de Reyna, *assistant general manager & national sales manager*
Irving Welch, *commercial manager*
Jim Smith, *chief engineer*
Betty Hayter, *promotion manager*
Gene Sudduth, *news editor*

Color Equipment: network.

Rates: Class A one hour live $360, film $300. Minute spot live $67.50, film $60. ID rate $30.

St. Petersburg: WSUN-TV

Ch. 38. Owned by City of St. Petersburg. Address: Municipal Pier. Phone: 5-4121. Authorized eff. rad. pow.: visual 257 kw, aural 122.4 kw. Operating pow.: visual 257 kw, aural 122.4 kw. Networks: ABC (prim.). Am station WSUN. Began operating May 15, 1953. Interconnected.

Representatives: National Venard, Rintoul & McConnell, regional James S. Ayers (southeast), Washington attorneys Loucks, Zias, Young & Jansky, consulting engineer James C. McNary.

Stockholders: City of St. Petersburg (100%).

Executives:
Fred P. Shawn, *general manager*
Barney Kobres, *sales manager*
Charles D. Bishop, *program director*
Louis J. Link, *chief engineer*

Services: News AP. Live studios, number 1, size of largest 40' x 60', number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 2 2x2 slide projectors, 2x2 tape or metal mounted slides, tape preferred, copy: 17x22 mm, WSUN-TV ident preferred in horizontal bank in bottom ¼. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 1 wk., artwork 1 wk. Film editing services; Morris Tank, negative film handled, silent & sound-on film shot.

Rates: Class A one hour live $400, film $400. Minute spot live $80, film $80. ID rate $40.

Tallahassee: WCTV (See Thomasville, Ga.)

Tampa: WFLA-TV

Ch. 8. Owned by The Tampa Tribune Co. Address: 905 Jackson st. Phone: 20-131. Authorized eff. rad. pow.: visual 316 kw, aural 221 kw. Networks: NBC (prim.). Am station WFLA. Began operating January 26, 1955. Interconnected.

Representatives: National Blair-TV, Segal, Smith & Hennessey Washington attorneys, Page, Creutz, Garrison and Waldschmitt consulting engineers.

Stockholders: The Tampa Tribune Co. (100%).

Executives:
John C. Council, *president*

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ABC ON THE FLORIDA SUNCOAST

WSUN-TV the HI-FI Station ST. PETERSBURG-TAMPA, FLORIDA

*ARB—Pulse

Represented Nationally By Venard, Rintoul & McConnell

George W. Harvey, *vice president & general manager*
Daniel H. Smith, *operations manager*
William B. Faber, *sales manager*
Carl P. Bergquist, *program manager*
L. George Geiger, *production manager*
Tom Matthews, *promotion manager*
Joseph H. Mitchell, *chief engineer*
Fred Clampitt, *news editor*
Mardi Liles, *farm service director*
Olga Hanscomb, *women's director*
Milton Spencer, *sports editor*
Peter Holst, *film editor*
Robert Marchman, *assistant chief engineer*

Services: News AP, AP Photo-Fax. Number live cameras 6. Remote equipment: RCA mobile truck, number remote cameras 2 field.

Film & ID: 2 16 mm film projectors; 2 slide projectors, 2x2 tape or metal mounted acceptable. Film should be sent to Carl P. Bergquist. Film required 72 hrs. before telecast; slides 72 hrs., artwork 5 days. Film editing services, 16 mm.

Color Equipment: network, film, slides.

Rates: Class A one hour live $600. Minute spot live $125. ID rate 50% applicable.

Tampa: WTVT

Ch. 13. Owned by Tampa Television Co. Address: 3213 Grand Central ave. Phone: 7-1113. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Began operating April 1, 1955.

Representatives: National Avery-Knodel, Washington attorneys Welch, Mott & Morgan, consulting engineers Kear & Kennedy.

Stockholders: Doyle E. Carlton, president (15%); W. Walter Tison, vice president & general manager (20%); David E. Ward, secretary-treasurer (10%); T. J. Bell (10%); H. H. Baskin (10%); B. G. Brumby Jr. (10%); L. Maxcy (10%); O. K. Reaves (5%); G. E. Mabry (5%); E. B. Rood (4.8%); Michael G. Emmanuel (.2%).

Executives:
W. Walter Tison, *vice president, general manager & commercial manager*
Monte Gurwit, *program & production director*
J. B. Tison, *film manager*
Edwin Jay, *promotion manager*
Herb Buck, *traffic manager*

Color Equipment: network, film, slides.

Rates: Class A one hour live $600, film $600. Minute spot live $120, film $120. ID rate $60.

West Palm Beach: WEAT-TV

Ch. 12. Owned by WEAT-TV, Inc. Address: Hotel Pennsylvania. Phone: TEmple 3-9668. Authorized eff. rad. pow.: visual 63.1 kw, aural 33.9 kw. Operating pow.: visual 63.1 kw, aural 33.9 kw. Networks: ABC, CBS. Am station WEAT. Began operating January 1, 1955.

Representatives: National H-R Television, Inc., Washington attorneys Pierson, Ball & Dowd.

Stockholders: RKO Teleradio Pictures, Inc. (100%).

Executives:
Thomas F. O'Neil, *president*
Edward J. Hennessey, *general sales manager*
Philip D. Porterfield, *national sales manager*
C. C. Levis, *local sales manager*
J. Ross McPherson, *chief engineer*

Rates: Class A one hour live $175, film $175. Minute or 20 sec. spot live $31.50, film $31.50. ID rate $15.75.

West Palm Beach: WPTV (Palm Beach)

Ch. 5. Owned by John H. Phipps Broadcasting Stations. Address: 5 Cocoanut row. Phone: TEmple 3-2471. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Operating pow.: visual 9.12 kw, aural 5.37 kw. Networks: NBC (prim.), CBS. Am station WJNO. Began operating August 22, 1954. Interconnected.

Representatives: National Venard, Rintoul & McConnell, Inc., regional Harry E. Cummings (southeast), Washington attorneys Cohn & Marks, consulting engineers George C. Davis.

Executives:
Theodore Granik, *chairman of board*
George H. Buck Sr., *president*

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. . . a long list of satisfied clients testify to the result getting ability of

SOUTH GEORGIA'S

WALB TV

Channel 10

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OPERATION FROM 7:00 A. M. to 1:00 A. M.
NBC INTERCONNECTED—ABC—and TOP LOCAL PROGRAMS

James H. Gray, President
T. R. Stillwagon, General Manager

Represented nationally by VENARD, RINTOUL & McCONNELL, INC.

Represented in the South-West by JAMES S. AYERS CO.

AN NBC PEP STATION

William H. Cook, *executive vice president*
Theodore A. Eiland, *general manager & director of sales*
W. L. Woods, *sales manager*
Robert Carris, *program director*
Gino Ricciardelli, *chief engineer*

Services: News AP. Live studios, number 2, size of largest 40′ x 45′, number live cameras 2.

Film & ID: 2 16 mm film projectors; Standard Gray II Telop projector, 4x5 cards; 1¼x⅞ slide projectors. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; 16 mm b&w positive.

Rates: Class A one hour live on request, film $275. Minute spot live on request, film $55. ID rate $27.50.

GEORGIA

Albany: WALB-TV

Ch. 10. Owned by Herald Publishing Co. Address: 138 Pine ave. Phone: HEmlock 5-8386. Authorized eff. rad. pow.: visual 112 kw, aural 56.2 kw. Operating pow.: visual 112 kw, aural 56.2 kw. Networks: NBC, ABC (prim.). Am station WALB. Began operating April 7, 1954.

Representatives: National Venard, Rintoul & McConnell, Inc., regional James S. Ayers (southeast), Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Kear & Kennedy.

Stockholders: James H. Gray, president (79.4%); Mrs. Martha M. Nall, secretary-treasurer (.2%); Mrs. W. B. Haley (9.3%)—as executrix of W. B. Haley estate; A. C. & I. C. Gortatowsky (2.7%); Mrs. Clara B. Wilson (2.6%); 10 others, none owning as much as 2%. Also publishes Albany Herald.

Executives:
James H. Gray, *president*
T. R. Stillwagon, *general manager*
John L. Rivard, *chief engineer*
Jack Mayer, *program director*
Reba Hill, *promotion manager*
Don Ferrandou, *news editor*

Rates: Class A one hour live $200, film $200. Minute spot live $40, film $40. ID rate $20.

Atlanta: WAGA-TV

Ch. 5. Owned by Storer Broadcasting Co. Address: 1018 W. Peachtree st., N.W. Phone: VErnon 3553. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Am station WAGA. Began operating March 8, 1949.

Representatives: National The Katz Agency, Inc., Dow, Lohnes & Albertson Washington attorneys, A. Earl Cullum Jr. (Dallas) consulting engineers.

Stockholders: Storer Broadcasting Co. (100%).

Executives:
George B. Storer Sr., *president*
Glenn C. Jackson, *vice president & managing director*
John W. Collins Jr., *assistant managing director of sales*
Don Naylor, *program director*
Hugo Bondy, *chief engineer*
Dale Clark, *news director*

Services: News UP Wirephoto, AP, Western Union Sports Service. Live studios, number 2, number live cameras 4 (2 in each studio).

Film & ID: 2 16 mm DuMont Cinecon film cameras; 2x2 slide projectors, copy: 13/16x1 3/16; background: 15/16x1 5/16, can use 2x2 35 mm xparent slides, mounted between glass, tape or metal (metal preferred), showing rate: 2 sec. per slide, inst. switch, dissolve. Film should be sent to Donald Naylor, Program Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $1,000, film $1,000 plus charge for live camera. Minute spot live $200 plus camera cost and talent, film $200. ID rate $100.

Atlanta: WLW-A

Ch. 11. Owned by Crosley Broadcasting Corp. Address: 1611 West Peachtree, N.E. Phone: TRinity 2-1141. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: ABC (prim.). Began operating September 30, 1951. Interconnected.

Representatives: National Bomar Lawrence & Associates, Washington attorneys Hogan & Hartson.

Stockholders: Crosley Broadcasting Corp. (100%).

Executives:
Robert E. Dunville, *president*
Harry LeBrun, *vice president & general manager*
J. P. Dwyer, *vice president & comptroller*
Guy Tiller, *sales manager*
Bob Hendrickson, *program & news director*
Harvey Aderhold, *chief engineer*
Howard M. Rowe, *promotion director*
Wilbur Fattig, *assistant chief engineer*
James Sharp, *production manager*
Thomas H. Hitchcock, *film director*

Services: News UP. Live studios, number 2, size of largest 40′ x 65′, number live cameras 7. Remote equipment: flexible bus, complete audio & microwave & cameras, number remote cameras 3.

Film & ID: 2 16 mm RCA film projectors; 2x2 35 mm slide projector. Film should be sent to Thomas Hitchcock, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services available; stills processed.

Rates: Class A one hour live $900, film $900. Minute spot live $175, film $175. ID rate $90.

Atlanta: WSB-TV

Ch. 2. Owned by Atlanta Newspapers, Inc. Address: 10 Forsyth st., N.W. Phone: TRinity 5-7221. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station WSB. Began operating September 29, 1948.

Representatives: National Edward Petry & Co., Dow, Lohnes & Albertson Washington attorneys.

Stockholders: Licensee publishes Atlanta Constitution and Journal (Cox).

if you're feeling very well

or if you're feeling queerly

if it's living you want most

have a checkup yearly

Many cancers can be cured if detected in time. That's why it's important for you to have a thorough checkup, including a chest x-ray for men and a pelvic examination for women, each and every year . . . no matter how well you may feel.

AMERICAN CANCER SOCIETY

STATIONS: GEORGIA

Executives:
J. Leonard Reinsch, *executive director (Cox stations)*
John M. Outler Jr., *general manager* WSB & WSB-TV
Marcus Bartlett, *station manager*
R. A. Holbrook, *chief engineer*
Jean Hendrix, *film buyer*
Don Elliott, *news editor*
Walter Paschal, *promotion manager*

Services: News AP, UP. Studios, number 2, size of largest 50'x70'. Remote equipment: 1 RCA mobile unit, Zoomar lens, color microwave equipment, number remote cameras 3.

Film & ID: 6 RCA camera chains; 1 Bodde rear screen projector; 1 b&w, 1 color RCA film cameras; 4 16 mm RCA film projectors, 2 b&w, 2 color; 1 b&w, 1 color slide projectors; 1 Telop opaque projector.

Color Equipment: network, films, slides.

Rates: Class A one hour live $1,000, film $1,000. Minute spot live $250, film $250. ID rate $125.

Augusta: WJBF

Ch. 6. Owned by Georgia Carolina Broadcasting Co. Address: P.O. Box 490. Phone: 7-7787. Authorized eff. rad. pow.: visual 100 kw, aural 67.6 kw. Operating pow.: visual 100 kw, aural 67.6 kw. Networks: NBC (prim.), ABC. Began operating November 26, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., consulting engineers A. D. Ring & Assoc.

Stockholders: J. B. Fuqua, president (59%); D. M. Kelly Jr., vice president (6%); Martin Theatres of Georgia (35%).

Executives:
J. B. Fuqua, *president*
D. M. Kelly Jr., *vice president & general manager*
Thomas Henessey, *commercial manager*
Ben J. Grear, *program director*
John P. Jopling, *chief engineer*
Warren Hites, *news director*
John Radeck, *farm director*
Beverly Blemker, *women's director*
Jack Wideman, *sports director*
Donald MacDonald, *business manager*

Services: News UP. Live studios, number 2, size of largest 40' x 60', number live cameras 2.

Film & ID: 2 GPL PA 60 16 mm film projectors; 1 Gray Telejector rear screen projector. Film should be sent to Art Betchel-James Nabors. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services available; 16 mm handled.

Color Equipment: network.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Augusta: WRDW-TV

Ch. 12. Owned by Radio Augusta, Inc. Address: Georgia ave. at Observatory ave. Phone: 7-5432. Authorized eff. rad. pow.: visual 102 kw, aural 51.5 kw. Operating pow.: visual 102 kw, aural 51.5 kw. Networks: CBS (prim.), ABC. Am station WRDW. Began operating February 14, 1954. Interconnected.

Representatives: National The Branham Co., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Frank H. McIntosh.

Stockholders: Southeastern Newspapers, Inc. (100%).

Executives:
Pat H. Rice Jr., *president*
James W. Hicks, *general manager*
Lou Stratton, *commercial manager*
Richard A. Fennell, *program director*
Joseph P. Gill, *chief engineer*
John Barnes, *news director*
Lee Sheridan, *sports director*

Services: News AP. Live studios, number 2, size of largest 40' x 60', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 35 mm slide projector. Film should be sent to Frank Allen. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, Houston Fearless 16 mm processing unit.

Color Equipment: Facilities available for sound and silent films (16 mm); 1 Auricon sound camera and 2 Bolex silent cameras.

Rates: Class A one hour live $330, film $300. Minute spot live $66, film $60. ID rate $30.

Columbus: WDAK-TV

Ch. 28. Owned by Martin Theatres of Georgia, Inc. & Radio Columbus, Inc. Address: 1307 First ave. Phone: 2-8828. Authorized eff. rad. pow.: visual 234 kw, aural 121 kw. Operating pow.: visual 234 kw, aural 121 kw. Networks: NBC (prim.) ABC. Am station WDAK. Began operating October 6, 1953. Interconnected.

Representatives: National Headley-Reed Television. Spearman & Roberson Washington attorneys, Lohnes & Culver consulting engineers.

Stockholders: Martin Theatres of Georgia, Inc. (75%); Radio Columbus, Inc. (25%).

Executives:
Allen M. Woodhall, *general manager*
E. F. MacLeod, *station manager*
Joe V. Windsor, *commercial manager*
Reeve Owen, *chief engineer*
John Hughes, *program director*
Bill Henry, *news director & farm director*
Mary Margaret Byrne, *women's director*
Ronnie Otwell, *film director*

Services: News AP. Live studios, number 1, number live cameras 2.

Film & ID: 2 RCA TP16 film projectors; 1 2x2 Gray Telejector, metal mounted preferred, safe viewing area: 1⅛x⅞. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, 16 mm negative only.

Color Equipment: network.

Rates: Class A one hour live $220, film $200. Minute spot live $45, film $40. ID rate $25.

Columbus: WRBL-TV

Ch. 4. Owned by Columbus Broadcasting Co. Address: 1350 13th ave. Phone: 2-0601. Authorized eff. rad. pow.: visual 100 kw, aural 70 kw. Operating pow.: visual 100 kw, aural 70 kw. Networks: CBS (prim.), ABC. Am & fm stations WRBL. Began operating November 8, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Dempsey & Koplovitz, consulting engineers George C. Davis.

Stockholders: R. W. Page Corp., publisher of Columbus Enquirer and Ledger (51%); J. W. Woodruff (19%); J. W. Woodruff Jr. (30%).

Executives:
J. W. Woodruff Jr., *president & general manager*
Ridley Bell, *station manager*
George (Red) Jenkins, *commercial manager*
George A. Gingell, *program director*
Joe A. Gamble, *chief engineer*
Glen Broughman, *news director*
V. O. Deloney, *farm director*
Rozell Fabiani, *women's director*
Dick McMichael, *sports director*
Frank Hardman, *television technical director*

Services: News UP. Live studios, number 3, size of largest 30' x 45', number live cameras 3. Remote equipment: mobile unit, number remote cameras 3.

Film & ID: 2 16 mm GE Suncrolight film projectors; 2 slide projectors, safe viewing area: standard dimensions, 2x2 tape or metal mounted. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services, Micro-Record Developer; 16 mm Houston Reversal Labmaster.

Color Equipment: network.

Rates: Class A one hour live $400 plus camera & talent, film $400. Minute spot live $80 plus camera & talent, film $80. ID rate $34.

Macon: WMAZ-TV

Ch. 13. Owned by Southeastern Broadcasting Co. Address: Bankers Insurance bldg. Phone: 2-7373. Authorized eff. rad. pow.: visual 250 kw, aural 125 kw. Operating pow.: visual 250 kw, aural 125 kw. Networks: CBS (prim.) ABC. Am station WMAZ. Began operating September 27, 1953. Interconnected.

Representatives: National Avery-Knodel, Inc., George C. Davis consulting engineers.

Stockholders: George P. Rankin Jr., president (71.4%); Wallace Miller, vice president (3%); Wilton E. Cobb, secretary-treasurer (22.6%); Mary S. Miller (3%).

Executives:
George P. Rankin Jr., *president & chief engineer*
Wilton E. Cobb, *general manager*
Frank Crowther, *commercial manager*
Herb Kassner, *news director*
Bob Savage, *sports director*
Herbert Johnson, *director of operations*
J. D. Lawhon, *technical director*

Services: News UP. Live studios, number 2, size of largest 30'x40', number live cameras 2.

White Columns

A symbol of broadcasting integrity

"White Columns" is the home of WSB Radio and WSB-TV. To the people of this region, "White Columns" is more than a beautiful building. No other broadcast source, or combination, has such a vital influence in Atlanta and Georgia.

Thirty-four years of programming in the public interest has earned for these stations an audience confidence and respect that means much to advertisers. It means a *pre-conditioned* acceptance of your programs—even those still in the planning. It means an audience *more receptive* to products and services advertised on WSB Radio and WSB-TV. These are *tangible assets* . . . with a record of higher-than-anticipated dividends paid to sponsors.

wsb radio / wsb-tv

Affiliated with The Atlanta Journal and Constitution.
NBC affiliate. Represented by Edw. Petry & Co.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: Network.

Rates: Class A one hour live $480, film $360. Minute spot live $96, film $72. ID rate $36.

Rome: WROM-TV

Ch. 9. Owned by WROM-TV, Inc. Address: Box 473. Phone: 2-0833. Authorized eff. rad. pow.: visual 30.9 kw, aural 15.5 kw. Am station WROM. Began operating June 15, 1953.

Representatives: National Joseph Hershey McGillvra, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers George C. Davis.

Stockholders: Dean Covington, president (33⅓%)—as executor of Leon Covington estate; Charles E. Doss, vice president & treasurer (33⅓%); Edward N. McKay, secretary (33⅓%).

Executives:
Dean Covington, *president*
Ed McKay, *general manager & promotion manager*
Charles Doss, *commercial manager*
Bob Martin, *farm director*
T. H. Robertson, *chief engineer*

Rates: Class A one hour live $150, film $150. Minute spot live $25, film $25. ID rate $15.

Savannah: WSAV-TV

Ch. 3. Owned by WSAV, Inc. Address: Liberty National Bank bldg. Phone: ADams 6-0303. Authorized eff. rad. pow.: visual 33. kw, aural 17. kw. Operating pow.: visual 33. kw, aural 17. kw. Networks: NBC (prim.), ABC. Am station WSAV. Began operating February 1, 1956. Interconnected.

Representatives: National Hoag-Blair Co., Washington attorneys Cohn & Marks, consulting engineers Aaron Shelton.

Stockholders: Harben Daniel; Catherine Murrey Daniel; Arthur Lucas estate; William K. Jenkins; Aaron Shelton; Meredith E. Thompson; Robert W. Ward.

Executives:
Harben Daniel, *president & general manager*
Herbert M. Humpidge, *commercial manager*
William E. Lucas, *program director*
Byron Strong, *chief engineer*
Thomas F. Coffey Jr., *news & sports director*
Douglas Strohbehn, *farm director*
Kitty Cope, *women's director*
Meredith E. Thompson, *operations manager*
Elmer E. Alley, *production manager*

Services: News local news staff. Live studios, number 2, size of largest 40′ x 20′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 Balop projector; 1 Flying spot scanner; 1 2x2 dual-disc slide projector, 1 ⅛x⅞ critical area. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services, 2 fully equipped film editing benches; custom model film processor for 16 mm reversal film (1 hour service).

Color Equipment: Network.

Rates: Class A one hour live $315 including 2 live cameras, film $275. Minute spot live $60 including 2 live cameras, film $55. ID rate $27.50.

Savannah: WTOC-TV

Ch. 11. Owned by Savannah Broadcasting Co. Address: 516 Abercorn st. Phone: ADams 2-0127. Authorized eff. rad. pow.: visual 209 kw, aural 110.7 kw. Networks: CBS, ABC. Am & fm stations WTOC. Began operating February 14, 1954.

Representatives: National Avery-Knodel, Inc., Washington attorneys Miller & Schroeder, consulting engineers George C. Davis.

Stockholders: William T. Knight Jr., president-treasurer (51%); Grace Schley Knight (16.6%); F. Schley Knight, vice president for television (4.6%); S. P. Driscoll, vice president (3.6%); over 80 others.

Executives:
William T. Knight Jr., *president & general manager*
F. Schley Knight, *vice president for tv*
Ben B. Williams, *vice president & commercial manager*
Dwight J. Bruce, *vice president & program director*
Frank Bryson, *promotion manager*
Kyle E. Goodman, *chief engineer*

Color Equipment: network.

Rates: Class A one hour live $280, film $250. Minute spot live $55, film $50. ID rate $25.

Thomasville: WCTV

Ch. 6. Owned by John H. Phipps. Address: 2225 North Monroe st. Phone: 3-3666. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.), NBC, ABC. Am station WKTC. Began operating September 15, 1955. Interconnected.

Representatives: National Hoag-Blair, Inc., regional Harry E. Cummings, S.E.

Stockholders: John H. Phipps (100%).

Executives:
John H. Phipps, *owner*
L. Herschel Graves, *general manager*
William L. Woods, *national sales manager*
Joseph E. Hosford, *director of operations*
W. A. Snowden, *director of engineering*
Frank Pepper, *news director*
Barbara Young, *women's director*
Robert Delaney, *sports director*

Services: News AP, INS. Live studios, number 2, size of largest 40′ x 60′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2x2 tape or metal mounted slide projectors—message and/or artwork should not be extended beyond 10/16x15/16. Film should be sent to Film Editor. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services available.

Rates: Class A one hour live $290, film $250. Minute spot live $68, film $60. ID rate $30.

IDAHO

Boise: KBOI-TV

Ch. 2. Owned by Boise Valley Broadcasters, Inc. Address: 311 N. Tenth st. Phone: 3-2511. Authorized eff. rad. pow.: visual 16.5 kw, aural 8.3 kw. Networks: CBS (prim.). Am station KBOI. Began operating November 1, 1953.

Representatives: National Peters, Griffin, Woodward, Inc., regional Art Moore & Assoc., Inc. (Pacific northwest), Washington attorneys Wilkinson, Boyden, Cragun & Barker.

Stockholders: H. Westerman Whillock, president (8.61%); Earl Glade Jr., secretary-treasurer (5.32%); Willis C. Moffatt, v.-p. (11.6%); Fred M. Taylor, director (10.3%); Stanley E. King, director (16%); Edwin Snow, director (5.32%); Theresa Whillock (8.6%); Dr. Ralph Falk (5%); Rudy Anderson, director (3.4%); Robert Howell, director (9.8%); Radio Service Corp. of Utah (KSL-TV Salt Lake City) (6%); 13 others, none owning over 3%.

Executives:
Westerman Whillock, *president & general manager*
Earl Glade Jr., *station & commercial manager*
Bill Gratton, *production supervisor*
Bill Eames, *news director*
George Ganz, *local sales manager*
James A. Johntz Jr., *chief engineer*
Robert Howell, *film editor*
Hal Knutson, *promotion manager*

Rates: Class A one hour live $250, film $200. Minute spot live $50, film $40. ID rate $20.

Boise: KIDO-TV

Ch. 7. Owned by KIDO, Inc. Address: 709 Idaho st. Phone: 2-4611. Authorized eff. rad. pow.: visual 53 kw, aural 26.5 kw. Networks: NBC, ABC. Began operating July 12, 1953. Non-interconnected.

Representatives: Washington attorneys Fisher, Wayland, Duvall & Southmayd.

Stockholders: Mrs. Georgia M. Davidson (88.5%); Walter E. Wagstaff (11.5%).

Executives:
Mrs. Georgia M. Davidson, *president & general manager*
Jack Link, *program director*
Harold W. Toedtemeier, *chief engineer*
Vern Moore, *news director*

Services: News AP. Live studios, size of largest 50 x 30 ft.

Rates: Class A one hour live $275, film $225. Minute spot live $60, film $40. ID rate $20.

Idaho Falls: KID-TV

Ch. 3. Owned by Idaho Radio Corp. Address: Ammon rd., P.O. Box 701. Phone: 3 and 4. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Operating pow.: visual 100 kw, aural 60.3 kw. Networks: CBS (prim.), NBC, ABC. Am station KID. Began

operating December 20, 1953. Non-interconnected.

Representatives: National Gill-Perna, Inc., regional Art Moore & Associates, Inc., Washington attorneys Wilkinson, Boyden, Barker & Hawkins, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: Radio Service Corp. of Utah; Zion Securities Corp.; A. W. Schwieder; Guy A. Poulsen; David Smith; Mrs. Vera M. Williams; H. and Mary L. Hatch, A. W. Clinger; William H. and Florence Croft.

Executives:
A. W. Schwieder, *president*
C. N. (Rosy) Layne, *general manager*
Claude Cain, *sales manager*
Roy Southwick, *program manager*
Carroll Secrist, *technical director*

Services: News UP. Live studios, number 1, size of largest 22′ x 38′, number live cameras 2.

Film & ID: 2 16 mm preview projectors; 2 16 mm film projectors; 1 2x2 Gray telejector; 1 4x5 Gray telop slide projector. Film should be sent to Roy Southwick. Film required 48 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services available.

Rates: Class A one hour live $240, film $200. Minute spot live $54, film $45. ID rate $18.

Lewiston: KLEW-TV

Ch. 3. Satellite of KIMA-TV Yakima, Washington.

Twin Falls: KLIX-TV

Ch. 11. Owned by Southern Idaho Broadcasting and Television Co. Address: Elizabeth blvd. Phone: 2820. Authorized eff. rad. pow.: visual 29.5 kw, aural 14.8 kw. Operating pow.: visual 29.5 kw, aural 14.8 kw. Networks: CBS (prim.), ABC, NBC. Am station KLIX. Began operating June 1, 1955.

Representatives: National Gill Perna, Inc., regional Art Moore and Associates, Inc., Washington attorneys Haley, Doty & Wollenberg.

Stockholders: The KLIX Corporation (100%).

Executives:
A. L. Glassman, *president*
Frank C. McIntyre, *vice president, general manager & national sales manager*
Joe Gibney, *commercial manager*
Ralph Davison, *regional sales manager*
Dave Fox, *program director*
C. W. Evans, *chief engineer*
John Graham, *news director*
Holly Houfburg, *farm director*
Joe Clements, *sports director*

Services: News AP. Live studios, number 1, size of largest 40′ x 60′ x 20′, number live cameras 1 RCA camera chain; 2 RCA film camera chains.

Film & ID: 2 16 mm RCA film projectors; 1 Gray telejector slide projector. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services available.

Rates: Class A one hour live $150, film $120. Minute spot live $30, film $24. ID rate $12.

Bloomington: WBLN-TV

Ch. 15. Owned by WBLN Television, Inc. Address: P.O. Box 646. Phone: 4-3031. Authorized eff. rad. pow.: visual 15.8 kw, aural 8.51 kw. Operating pow.: visual 15.8 kw, aural 8.51 kw. Networks: ABC (prim.). Began operating December 1, 1953.

Representatives: National Joseph Hershey McGillvra, Inc.

Stockholders: Worth S. Rough (100%).

Executives:
Worth S. Rough, *president & general manager*

Rates: Class A one hour live $120, film $120. Minute spot live $24, film $24. ID rate $6.

Champaign: WCIA

Ch. 3. Owned by Midwest Television, Inc. Address: 509 S. Neil st. Phone: 6-8333. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Networks: CBS (prim.), NBC. Began operating November 14, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Spearman & Roberson, consulting engineers Paul Godley Co.

Stockholders: August C. Meyer, president (24.9%); Clara R. Meyer (26.1%); Russell O. Derby (5%); Helen M. Stevick (10%); Marajen S. Chinige (10%); J. A. McDermott (2.1%); Illinois Broadcasting Company (20%).

Executives:
August C. Meyer, *president*
Guy Main, *vice president & director sales*
James Fielding, *production manager*
John Ketterer, *film director*
Robert Myers, *chief engineer*
Leonard Davis, *national sales promotion manager*
DiAnne Johnson, *women's director*
Tom Schoendienst, *sports director*
Robert Brown & Robert Watson, *news directors*

Services: News UP, Unifax. Live studios, number 1, size of largest 30′ x 45′, number live cameras 2. Teleprompter service.

Film & ID: 2 16 mm film projectors; 2 slide projectors; 2x2 tape or metal mounted (tape preferred), message andor artwork should not extend beyond ¾ ratio. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services. Address all commercial material to Operations Desk.

Color Equipment: network.

Rates: Class AA one hour live on request, film $800. Class A minute spot live $150, film $135. Class AA ID rate $80.

Chicago: WBBM-TV

Ch. 2. Owned by Columbia Broadcasting System, Inc. Address: 410 North Michigan ave. Zone 11. Phone: WHitehall 4-6000. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Am station WBBM. Began operating August 1940 (as W9XBK). Interconnected.

Representatives: National CBS-TV Spot Sales.

Stockholders: Columbia Broadcasting System, Inc. (100%).

Executives:
Merle Jones, *president*
H. Leslie Atlass, *vice president & general manager*
E. H. Shomo, *assistant general manager*
George J. Arkedis, *sales manager*
Gene McClure, *sales traffic manager*
Bill Ryan, *program director*
L. A. Pierce Jr., *director of technical operations*
William Garry, *news director*
Howard Mendelsohn, *publicity director*
George Menard, *farm director*
Vann Cominos, *film director*
Lee Phillip, *women's director*
John Harrington, *sports director*
C. W. Doebler, *executive assistant*
Tom Dawson, *sales promotion manager*
Justin Cassidy, *national sales service manager*

Services: News AP, UP, INS, CBS-TV Newsfilm. Live studios, number 5, size of largest 65′ x 80′, number live cameras 18. Remote equipment: 2 mobile units, number remote cameras 6.

Film & ID: 5 16 mm, 3 35 mm film projectors; 4 slide projectors; 2x2 slides, 75% space allotted to advertiser. Film should be sent to (commercial film: Paula Lopez, Assistant Film Director) Vann Cominos, Film Director, 630 McClurg ct. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $3,900, film $3,900. Minute spot live $875, film $875. ID rate $437.50.

Chicago: WBKB

Ch. 7. Owned by American Broadcasting Co. Address: 20 N. Wacker dr. Phone: ANdover 3-0800. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: ABC (prim.). Am station WLS. Fm station WENR. Began operating September 17, 1948.

Representatives: National Blair TV, Washington attorneys McKenna & Wilkinson, consulting engineers Kear & Kennedy.

Stockholders: American Broadcasting Co. (100%).

Executives:
Sterling C. Quinlan, *vice president*
Mathew E. Vieracker, *general manager*
Clar W. Heider, *national spot sales manager*
Dan Schuffman, *program manager*
John F. Fitzpatrick, *production manager*
Ralph Andrews, *film director*
Manuel Fingerhut, *comptroller*
Con O'Dea, *news director*
Chuck Bill, *farm director*
Elliott Henry, *publicity director*
William P. Kusack, *director of engineering*
Charles Buzzard, *assistant chief engineer*

Rates: Class A one hour $2,200. 20 sec.

spot $400. ID rate $170.

Chicago: WGN-TV

Ch. 9. Owned by Tribune Co. Address: 441 North Michigan ave. Zone 11. Phone: MIchigan 2-7600. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Am station WGN. Began operating April 5, 1948.

Representatives: National Edward Petry Co., Inc. & WGN, Inc. Sales, Washington attorneys Kirkland, Fleming, Green, Martin & Ellis.

Stockholders: Tribune Company (100%).

Executives:
J. Howard Wood, *president*
Ward L. Quaal, *vice president & general manager*
Ted Weber, *sales manager*
Jay E. Faraghan, *program manager*
Carl J. Meyers, *manager of engineering*
James Hanlon, *public relations manager*
Elizabeth Bain, *film director*
Charles Wilson, *promotion manager*
Norman Kraeft, *farm director*
Myrtle Stahl, *women's director*
Jack Brickhouse, *sports director*
George F. Petterson, *facilities director*

Services: News INS, AP, UP. Live studios, number 5, size of largest stage area 45′ x 72′, number live cameras 25. Remote equipment: 4 mobile trucks & garage for live car pick ups, number remote cameras 12.

Film & ID: 2 35 mm, 3 16 mm film projectors; 1 2x2 slide projectors, 2 dual units 2¼x4, mat opening: 2¼x3, standard transparent glass slides 2¼x3, opaque strip material 4″ wide, picture width: 3″. Film should be sent to Elizabeth Bain. Film required 1 wk. before telecast; slides 24-48 hrs., artwork 48 hrs. Film editing services, 16 mm & 35 mm; Houston processing, 16 mm Reversal.

Color Equipment: network, live, film, slides. 1 live studio color camera; RCA 16 mm 3V system; 2x2 dual disc slides.

Rates: Class A one hour live $1,800, film $1,500. Minute spot live $375, film $375. ID rate $187.50.

Chicago: WNBQ

Ch. 5. Owned by National Broadcasting Company, Inc. Address: Merchandise mart. Zone 54. Phone: SUperior 7-8300. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Networks: NBC (prim.). Am & fm stations WMAQ. Began operating September 1948. Interconnected.

Representatives: National NBC National Spot Sales, Washington attorneys Cahill, Gordon, Reindel & Ohl (NBC).

Stockholders: National Broadcasting Company, Inc. (100%).

Executives:
Robert W. Sarnoff, *president, NBC*
Jules Herbuveaux, *NBC vice president & general manager*
Henry T. Sjogren, *assistant general manager*
Russell G. Stebbins, *director of sales* WNBQ-WMAQ
Floyde E. Beaston, *sales manager* WNBQ
Harry Trigg, *program director*
Howard C. Luttgens, *chief engineer*
William Ray, *news director*
Everett Mitchell, *farm director*
John M. Keys, *director of advertising & promotion*
Howard W. Coleman, *manager of color sales development*
Rolland Reichert, *operations manager*

Services: News AP, UP, INS. Live studios, number 4, size of largest 72′ x 45′ x 24′, number live cameras 5 color, 7 b&w. Remote equipment: mobile unit, b&w, number remote cameras 3 b&w.

Film & ID: 2 35 mm color, 1 35 mm b&w, 2 16 mm color, 1 16 mm b&w film projectors; 3 dual, color, b&w 2x2 slide projectors, critical area: ¾x15/16. Film should be sent to Isabelle Cooney. Film required (commercials) 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, 35 & 16 mm.

Color Equipment: network, live, film, slides. All live studio programs are telecast in color.

Rates: Class AA one hour live $4,000 gross time charge, film same. Class AAA minute spot live $900, film $900. ID rate $425.

Danville: WDAN-TV

Ch. 24. Owned by Northwestern Publishing Co. Address: 1500 N. Washington ave. Phone: 1700. Authorized eff. rad. pow.: visual 13.2 kw, aural 7.08 kw. Operating pow.: visual 13.2 kw, aural 7.08 kw. Networks: ABC (prim.). Am station WDAN. Began operating December 13, 1953.

Representatives: National Everett-McKinney, Inc., Washington attorneys Dow, Lohnes & Albertson.

Stockholders: Northwestern Publishing Co. (100%), publisher of Danville Commercial-News, is owned by Gannett Co., Inc.

Executives:
Robert J. Burow, *general manager*
Max Shaffer, *station manager*
John Eckert, *sales director*
Honore Ronan, *program director*
Bill Dorn, *production director*
Orville Neely, *chief engineer*

Rates: Class A one hour live $175, film $150. Minute spot live $35, film $25. ID rate $12.

Decatur: WTVP

Ch. 17. Owned by Prairie Television Co. Address: Southside dr. Phone: 8-4304. Authorized eff. rad. pow.: visual 174 kw. aural 93.3 kw. Operating pow.: visual 174 kw, aural 93.3 kw. Networks: ABC (prim.), CBS. Began operating August 4, 1956. Interconnected.

Representatives: National Bolling Co., Washington attorneys Haley, Doty & Wollenberg, consulting engineers Walter F. Kean.

Stockholders: W. L. Shellabarger, president & treasurer (68.75%); Gladys L. Burns (7.5%); David S. Shellabarger, vice president (1.25%); John A. Wagner, director (2.5%); Dr. Arthur O. Simon (3%); eight others, none owning over 2.5%.

Executives:
W. L. Shellabarger, *president & general manager*
Robert G. Wright, *station manager*
Hubert F. Abfalter, *chief engineer*
Dale Coleman, *news director*
Al Pigg, *farm director*
Kim Wilson, *women's director*
Earl Hickerson, *sports director*

Services: News UP. Live studios, number 1, size of largest 32′ x 53′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Film Director. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services available.

Rates: Class A one hour live $390, film $350. Minute spot live $75, film $70. ID rate $35.

Harrisburg: WSIL-TV

Ch. 22. Owned by Turner Farrar Association. Address: 21½ W. Poplar st. Phone: 373 or 22. Authorized eff. rad. pow.: visual 14.12 kw, aural 7.41 kw. Operating pow.: visual 14.12 kw, aural 7.41 kw. Networks: NBC & ABC. Began operating December 9, 1953. Interconnected.

Representatives: National Walker Representation Co., McKenna and Wilkinson Washington attorneys.

Stockholders: Oscar L. Turner, president (25%); O. L. Turner (25%); Ethel M. Turner (20 %); Harry Horning (5%).

Executives:
Oscar L. Turner, *president & general manager*
Charles Gilliam, *chief engineer*

Services: News UP Wire Service. Live studios, number 1, size of largest 27′ x 41′, number live cameras 2. Remote equipment: GE 2 camera chain.

Film & ID: 2 16 mm film projectors; 2x2 35 mm slide projectors. Film should be sent to Operations Desk. Film required 24 hours before telecast; slides 24 hours, artwork 48 hours. Film editing services.

Rates: Class A one hour live $195, film $150. Minute spot live $39, film $30. ID rate $15.

Peoria: WEEK-TV

Ch. 43. Owned by West Central Broadcasting Co. Address: 2907 Springfield rd., E. Peoria. Phone: 9-3961. Authorized eff. rad. pow.: visual 175 kw, aural 88 kw. Operating pow.: visual 175 kw, aural 88 kw. Networks: NBC (prim.). Am station WEEK. Began operating January 29, 1953.

Representatives: National Headley-Reed TV, Washington attorneys Fly, Shuebruk, Blume & Gaguine, consulting engineers Frank H. McIntosh & Assoc.

Stockholders: Sen. Robert S. Kerr (D-Oklahoma) (50.61%); Mrs. Grayce B. Kerr (11.49%); D. A. McGee (15.53%); T. M. Kerr (11.14%); 3 others, none owning over 5%. Same interests hold 43% of KVOO-TV Tulsa, Oklahoma.

Executives:
Robert S. Kerr, *president*
Fred C. Mueller, *general manager*
Edward G. Smith, *assistant manager*
William J. Flynn, *sales manager*

Vic Fletcher, *program director*
Wayne Lovely, *chief engineer*
F. R. Oakley, *publicity & promotion manager*
Bob Arthur, *news director*
F. D. Hearn, *sports director*
Robert Kroepel, *film editor*

Color Equipment: network.

Rates: Class AA one hour live $475, film $475. Class A minute spot live $85, film $85. ID rate 50% of one minute rate.

Peoria: WTVH

Ch. 19. Owned by Hilltop Broadcasting Co. Address: 234 North Madison. Phone: 6-5561. Authorized eff. rad. pow.: visual 476.4 kw, aural 257.6 kw. Operating pow.: visual 476.4 kw, aural 257.6 kw. Networks: CBS (prim.), ABC. Began operating October 12, 1953. Interconnected.

Representatives: National Edward Petry & Co., Washington attorneys Cohn & Marks, consulting engineer George C. Davis.

Stockholders: Peoria Journal Star, Inc. (91.66%); Harold C. Yeager (5.6%); G. Abel Anderson (2.8%).

Executives:
Henry P. Slane, *president*
Harold V. Phillips, *manager*
William P. Pipher, *sales manager*
Robert G. Holben, *program director & film buyer*
Wallace Wurz, *chief engineer*
Paul M. Proctor, *promotion director*
Nina Dancey, *women's director*

Services: News AP Radio Wire, CBS Newsfilm, US Weather Bureau Closed Circuit Journal-Star Local Coverage. Live studios, number 1, size of largest 25' x 50', number live cameras 2 RCA Image Orthicons.

Film & ID: 2 RCA 16 mm film projectors; 1 2x2 slide projector; safe area: ⅝x⅞. Film should be sent to Miss LaVerne Rosenmiller. Film required 48 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services available upon request; micro-record 200' capacity, negative stock.

Color Equipment: network.

Rates: Class AA one hour live $450. Minute spot live $90. ID rate $45.

Quincy: KHQA-TV (See Hannibal, Missouri)

Quincy: WGEM-TV

Ch. 10. Owned by The Quincy Broadcasting Co. Address: Hotel Quincy. Phone: BAldwin 2-6840. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 50 kw, aural 25 kw. Networks: NBC (prim.), ABC. Am station WGEM. Began operating September 3, 1953. Interconnected.

Representatives: National Young Television Corp., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: Quincy Newspapers, Inc. (92%); Joseph S. Bonansinga, vice president & treasurer (2%).

Executives:
T. C. Oakley, *president*
Joe S. Bonansinga, *general manager*
J. Ben Stewart, *commercial manager*
Fred Colgan, *program director*
Frank Laughlin, *chief engineer*
Charlie Griffith, *news director*
Bill Wegman, *farm director*

Services: News AP. Live studios, number 2, size of largest 20' x 50', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 slide projectors for 4x5 opaques; 1 35 mm slide projector, 2x2 tape or metal mounted. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $250. Minute spot live $50. ID rate $25.

Rockford: WREX-TV

Ch. 13. Owned by Greater Rockford Television, Inc. Address: Auburn & Winnebago rds. Phone: Rockford 8-1813; Winnebago 2421. Authorized eff. rad. pow.: visual 45.7 kw, aural 22.85 kw. Operating pow.: visual 5 kw, aural 2.5 kw. Networks: CBS (prim.), ABC. Began operating September 18, 1953. Interconnected.

Representatives: National H-R Television, Inc., Marcus Cohen Washington attorneys, Weldon & Carr consulting engineers.

Stockholders: Rockford Broadcasters, Inc. (10%); Louis E. Caster, president (7%); Swan Hillman, treasurer (7%); Stanley H. Guyer, secretary (6%); Bruce Gran (32.57%); more than 30 others, none holding more than 4.3%.

Executives:
L. E. Caster, *president*
J. M. Baisch, *general manager*
A. J. Bilardello, *local sales manager*
Jack Mazzie, *program director*
Richard F. Peck, *chief engineer*
Robert Clyde, *news director*
Les Davis, *farm director*
Gene Hines, *film director*
George Raubacher, *sports director*
Chuck Olson, *promotion director*
Roland Spongberg, *merchandising manager*
Rod MacDonald, *production manager*

Services: News UP. Live studios, number 3, size of largest 32' x 64', number live cameras 3.

Film & ID: 2 16 mm DuMont Flying Spot Scanners; 35 mm slide projectors, 2x2 transparencies. Film should be sent to Operations Desk. Film required 1 week before telecast; slides 72 hours, artwork 72 hours. Film editing services, 16 mm sound-on-film.

Color Equipment: network, film, slides.

Rates: Class A one hour live $400 plus production costs, film $400. Minute spot live $80 plus production and talent costs, film $80. ID rate $40 (10 sec.).

Rockford: WTVO

Ch. 39. Owned by Winnebago Television Corp. Address: Meridian rd. Phone: 3-5413. Authorized eff. rad. pow.: visual 195 kw, aural 97.7 kw. Operating pow.: visual 195 kw, aural 97.7 kw. Networks: NBC (prim.). Began operating April 29, 1953.

Representatives: National Headley-Reed TV, Washington attorneys Krooth & Altman, consulting engineers Walter F. Kean.

ROCKFORD

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market power!

NOW No. 2 Market in Illinois and GROWING — has currently under construction $25 million in expanded manufacturing and retailing facilities. Are your sales messages reaching this market untouched by either Chicago or Milwaukee, 90 miles away? Only one VHF station covers this area —

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sales power!

DELIVERS YOUR MESSAGE to over 1,000,000 viewers in a billion dollar market — all of the top 15 once-a-week shows — all of the top 15 syndicated films* — are part of the Power Packed Performance that makes WREX-TV The Viewers' Choice.

* PULSE, INC. SURVEY, SEPTEMBER, 1955

WREX-TV
channel 13
CBS · ABC AFFILIATIONS
telecasting in color
represented by
H-R TELEVISION INC.
ROCKFORD, ILLINOIS

STATIONS: ILL.-IND.

Stockholders: H. & E. Balaban Corporation (50%); Dubinsky Brothers Theatre Corporation (50%). Officers of Winnebago Television Corporation: Harry Balaban, president; Irwin Dubinsky, vice president; Elmer Balaban, secretary; H. W. Dubinsky, treasurer. H. & E. Balaban Corporation also owns 50% of WICS Springfield, Ill.

Executives:
Harry Balaban, *president*
Harold Froelich, *manager*
Edward Rubbe, *commercial manager*
John W. Kelin, *production manager*
Herbert Eckstein, *chief engineer*
Carl P. Stemier, *film director*
Robert Thompson, *promotion manager*
Ted Beinart, *news editor*

Color Equipment: network.

Rates: Class A one hour live $360, film $300. Minute spot live $70, film $60. ID rate $30.

Rock Island: WHBF-TV

Ch. 4. Owned by Rock Island Broadcasting Co. Address: Telco bldg. Phone: Rock Island 6-5441. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.), ABC. Am station WHBF. Began operating July 1950. Interconnected.

Representatives: National Avery-Knodel, Inc., Dow, Lohnes & Albertson Washington attorneys, E. C. Page consulting engineers.

Stockholders: Ben H. Potter, president (19.274%); Marguerite F. Potter, treasurer (19.294%); Leslie C. Johnson, vice president-manager (25%); J. W. Potter Co. (17.156%); Estate of John W. Potter (19.274%).

Executives:
Ben H. Potter, *president*
Leslie C. Johnson, *vice president & general manager*
Maurice Corken, *assistant general manager & director of sales*
Ted Arnold, *sales manager*
Herbert E. Darton, *merchandising manager*
Forest W. Cooke, *tv program director*
Robert J. Sinnett, *chief engineer*
William Ellison, *news director*
Fern Hawks, *director publicity & promotion*

Services: News UP, CBS film. Live studios, number 2, size of largest 30′ x 80′, number live cameras 3. Remote equipment: cameras 3.

Film & ID: 2 DuMont Cinecon film projectors; DuMont Multiscanner dual opaques & single 2 x 2 slide projectors. Film should be sent to Operations Desk. Film required 48 hours before telecast; slides 48 hours, artwork 48 hours. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $860, film $800. 20 second spot live $220, film $200. ID rate $100.

Springfield: WICS

Ch. 20. Owned by Plains Television Corp. Address: 523 E. Capitol ave. Phone: 8-0465. Authorized eff. rad. pow.: visual 17.4 kw, aural 9.33 kw. Operating pow.: visual 17.4 kw, aural 9.33 kw. Networks: NBC (prim.), ABC. Began operating September 17, 1953. Interconnected.

Representatives: National Young Television Corp., Washington attorneys McKenna & Wilkinson, consulting engineers Jansky & Bailey.

Stockholders: H & E Balaban Corporation (50%); Transcontinental Properties, Inc. (50%).

Executives:
Elmer Balaban, *president*
Milton D. Friedland, *general manager*
Warren R. King, *commercial manager*
H. J. Hoskins, *program director*
Jerrold Merritt, *chief engineer*
G. B. Gordon, *news director*
Warren Hewitt, *farm & sports director*
Patte Preble, *women's director*
H. K. Springer, *controller*
William Shaw, *film director*

Services: News AP, INS Telenews. Live studios, number 2 (plus 60′ x 120′ ballroom also available as studio), size of largest 30′ x 40′, number live cameras 2. Remote equipment: 1 portable camera chain.

Film & ID: 2 RCA TP-16E 16 mm film projectors; 1 Gray telojector for 2x2 transparencies. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $300, film $250. Minute spot live $60, film $50. ID rate $25.

INDIANA

Bloomington: WTTV

Ch. 4. Address: E. Hillside dr., Bloomington; Essex House, Indianapolis. Phone: 2-1407, Bloomington; MElrose 5-8656, Indianapolis. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: ABC (prim.). Am station WTTS. Began operating November 11, 1949. Interconnected.

Representatives: National Meeker TV, Inc., Washington attorney A. L. Stein, consulting engineers George P. Adair.

Stockholders: Sarkes Tarzian, president (51%); Mary Tarzian, secretary-treasurer (18%); Verage Tarzian, director; Thomas Tarzian (15½%); Patricia Tarzian (15½%).

Executives:
Sarkes Tarzian, *president*
Robert Lemon, *general manager*
Robert Petranoff, *program director*
Carl Onken, *chief engineer*
Frank Edwards, *news director*
William Anderson, *farm director*
Sue Sherman, *women's director*
Kieth Wilson, *merchandising director*
Paul Lennon, *local sales*
Frank Willis, *national sales*
Jerry Danziger, *operations director, Indianapolis*

Services: News AP, UP. Live studios, number 3, size of largest 50′ x 30′, number live cameras 6. Remote equipment: remote truck, 1 RCA micro-wave link, number remote cameras 3.

Film & ID: 4 16 mm film projectors; 2 Telejectors, 2x2 slides; 1 super projectol for 2x2 slides and 3x4 opaques. Film should be sent to Warren Perney, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $900, film $800. Minute spot live $150, film $150. ID rate $75.

South Bend-Elkhart: WSJV-TV

Ch. 52. Owned by Truth Publishing Company, Inc. Address: Mishawaka rd. at Oakland ave. Phone: South Bend: AT 7-4052; Elkhart: 2-1518. Authorized eff. rad. pow.: visual 224 kw, aural 120 kw. Operating pow.: visual 224 kw, aural 120 kw. Networks: ABC (prim.). Am station WTRC. Began operating March 20, 1954. Interconnected.

Representatives: National H-R Television, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: John F. Dille Jr. (35.5%); Beardsley trust fund (49.5%); Carl D. Greenleaf (14.4%).

Executives:
John F. Dille Jr., *president*
Paul C. Brines, *director of broadcasting*
Edwin J. Lasko, *program manager*
Lester W. Zellmer, *chief engineer*
Forrest Boyd, *news & farm director*
Jo Valli, *women's director*
Vince Doyle, *sports director*

Services: News AP, UP. Live studios, number 2, size of largest 40′ x 60′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 slide projectors, 2x2, ⅝x²⁹⁄₃₂. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; 16 mm film processing.

Rates: Class A one hour live $370, film $300. Minute spot live $70, film $60. ID rate $30.

Evansville: WFIE-TV

Ch. 62. Owned by Premier Television, Inc. Address: 1115 Mount Auburn rd. Phone: HA 5-6201. Authorized eff. rad. pow.: visual 69.2 kw, aural 36.3 kw. Networks: NBC (prim.), ABC. Began operating November 15, 1953. Interconnected.

Representatives: National Venard, Rintoul & McConnell, Inc., Washington attorneys Haley, Doty & Wollenberg, consulting engineers George P. Adair.

Stockholders: Grand-Carlton Corporation (theatres) (99.6%); Jesse D. Fine, president (.1%); Isadore J. Fine, vice president (.1%); Oscar K. Fine, treasurer (.1%); Eugene P. Fine, secretary (.1%).

Executives:
Jesse D. Fine, *president*
Ted Nelson, *general manager*
Robert Dean, *commercial manager*
Chester Behrman, *program director*
Paul Kelley, *chief engineer*
Fred Rollison, *news & farm director*
Mrs. Jeanette Macke, *women's director*

Al McKelfresh, *sports director*
Kathy Wright, *home economist*

Services: News UP, Fax. Live studios, number 2 plus kitchen, number live cameras 2 RCA, 1 Dage.

Film & ID: 1 GPL film projector; 1 2x2 slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $400, film $350. Minute spot live $90, film $70. ID rate $35.

Evansville: WTVW

Ch. 7. Owned by Evansville Television, Inc. Address: 408 South East First st. Phone: HArrison 2-1121. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Began operating September 1956.

Representatives: National George P. Hollingbery Co., Washington attorneys Welch, Mott & Morgan, consulting engineers William L. Foss, Inc.

Stockholders: Rex Schepp, president (77.5%); B. F. Schepp, vice president (17.1%); John W. Spencer, secretary-treasurer (1.5%); George R. Bayard estate (3.8%).

Executives:
Rex Schepp, *president & general manager*

Color Equipment: network, film, slides.

Television Age *444 Madison Avenue New York 22, N.Y.*

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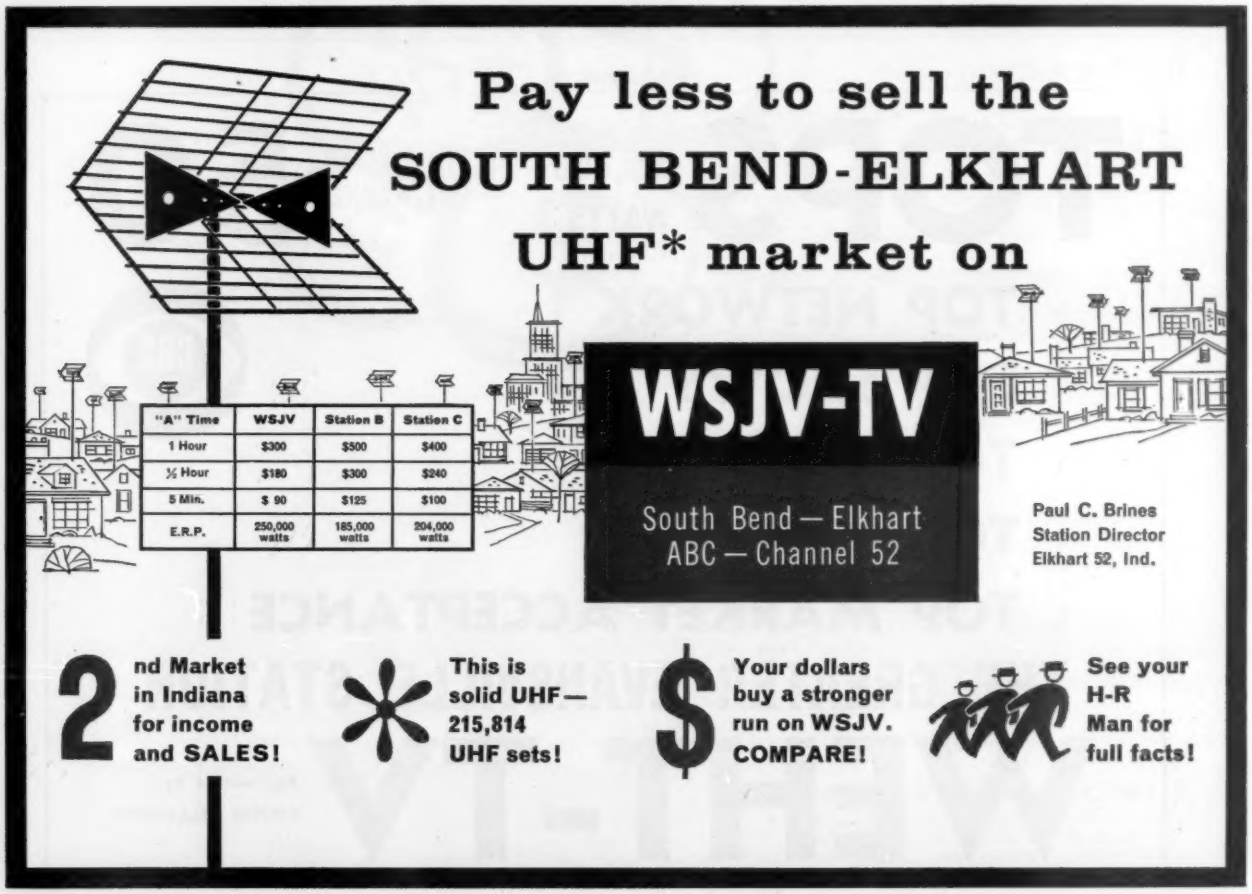

"A" Time	WSJV	Station B	Station C
1 Hour	$300	$500	$400
½ Hour	$180	$300	$240
5 Min.	$ 90	$125	$100
E.R.P.	250,000 watts	185,000 watts	204,000 watts

Rates: Class A one hour live $600, film $600. Minute spot live $150, film $125. ID rate $120, shared ID rate $60.

Evansville: WEHT (See Henderson, Ky.)

Fort Wayne: WKJG-TV

Ch. 33. Owned by Northeastern Indiana Broadcasting Co., Inc. Address: 220 East Jefferson st. Zone 2. Phone: AN 2295. Authorized eff. rad. pow.: visual 270 kw, aural 146 kw. Operating pow.: visual 270 kw, aural 146 kw. Networks: NBC. Am station WKJG. Began operating November 21, 1953. Interconnected.

Representatives: National Paul H. Raymer Co., Inc., Pierson, Ball & Dowd Washington attorneys, George Gautney consulting engineers.

Stockholders: Clarence L. Schust, president (28.5%); H. Leslie Popp, vice president & treasurer (28.5%); Edward G. Thoms, vice president & secretary (18.8%); Walter L. Thoms, director (18.8%); Earl Groth Jr. (4.8%); Herbert Willis (.6%).

Executives:
Edward G. Thoms, *president*
Carleton B. Evans, *commercial manager*
Calo Mahlock, *program director*
Eugene A. Chase, *chief engineer*
Wayne Rothgeb, *farm director*
Hilliard Gates, *assistant manager & sports director*
Wilson Schroeder, *promotion & merchandising manager*

Services: News AP. Live studios, number 1, size of largest 40′ x 60′, number live cameras 3. Remote equipment available, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2, 1 3x4 slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs. Film editing services.

Color Equipment: network. Green Stripe generator.

Rates: Class A one hour film $450. Minute spot film $90. ID rate $45.

Fort Wayne: WIN-T (See Waterloo)

Indianapolis: WFBM-TV

Ch. 6. Owned by Consolidated Radio & Television Broadcasters, Inc. Address: 1330 North Meridian st. Zone 2. Phone: MElrose 4-8521. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station WFBM. Began operating May 30, 1949. Interconnected.

Representatives: National The Katz Agency, Inc., Washington attorneys Dempsey & Koplovitz, consulting engineers Kear & Kennedy.

Principal stockholders: H. M. Bitner (25.65%); Evelyn H. Bitner (10.25%); H. M. Bitner Jr. (10.12%); Evelyn Pearson (10%).

Executives:
Harry M. Bitner Jr., *president*
William F. Kiley, *general manager*
Don Menke, *commercial manager*
Hugh L. Kibbey, *sales-service manager*
William R. Fall, *program director*
Harold Holland, *chief engineer*
Gilbert Forbes, *news director*
Harry Martin, *farm director*
Ann Wagner, *women's director*
Tom Carnegie, *sports director*

Services: News AP, INS, local newsreel film. Live studios, number 2, size of largest 40′ x 60′, number live cameras 2. Remote equipment: 4 camera chains.

Film & ID: 2 16 mm film projectors; 2x2 transparencies or 3x4 opaques. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $1,200, film $1,200. Minute spot live $225, film $225. ID rate $113.

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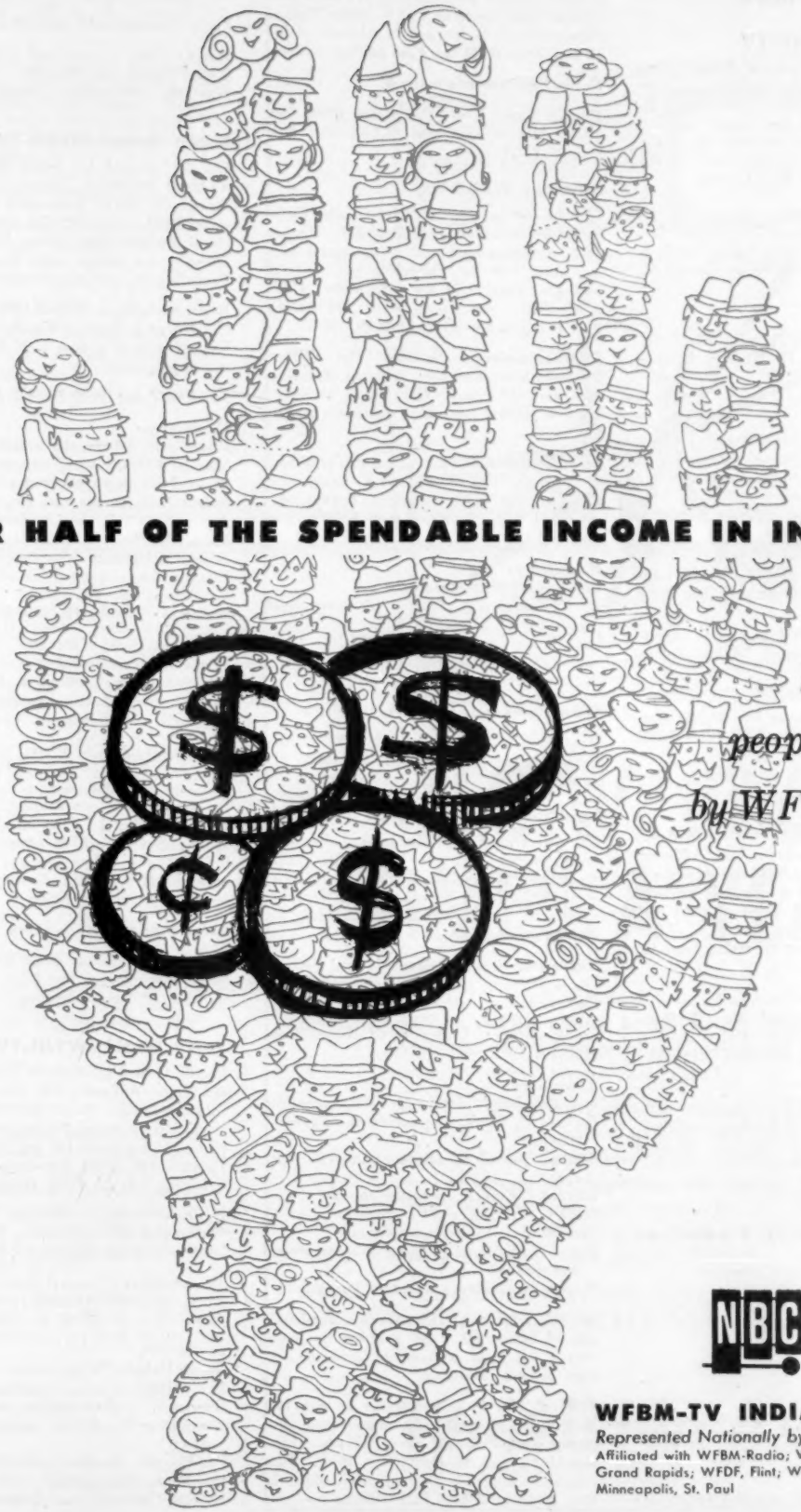
√ TOP SHOWS
√ TOP RATINGS
√ TOP POWER
√ TOP MARKET ACCEPTANCE
THE GREATER EVANSVILLE STATION
WEHT-TV
CBS TELEVISION
Represented by YOUNG TELEVISION



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NBC

WFBM-TV INDIANAPOLIS

Represented Nationally by the Katz Agency

Affiliated with WFBM-Radio; WOOD AM & TV, Grand Rapids; WFDF, Flint; WTCN, WTCN-TV, Minneapolis, St. Paul

Indianapolis: WISH-TV

Ch. 8. Owned by Indiana Broadcasting Corp. Address: 1440 N. Meridian st. Zone 2. Phone: MElrose 4-6411. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station WISH. Began operating July 1, 1954.

Representatives: National The Bolling Co., Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers George C. Davis.

Stockholders: Indiana Broadcasting Corp. is wholly owned by J. H. Whitney & Company.

Executives:
C. Wreden Petersmeyer, *president*
Robert B. McConnell, *general manager*
Robert F. Ohleyer, *commercial manager*
Steve Briggs, *program director*
Stokes Gresham Jr., *chief engineer*
Vince Leonard, *news director*
Jim McIntyre, *sports director*

Services: News UP, AP, UP Movietone. Live studios, number 2, number live cameras 4.

Film & ID: Film should be sent to Operations Desk. Film required 72 hrs. before telecast.

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,200, film $1,200. Minute spot live $250, film $250. ID rate $125.

Lafayette: WFAM-TV

Ch. 59. Owned by WFAM, Inc. Address: McCarty lane. Phone: 2-4300. Authorized eff. rad. pow.: visual 204 kw, aural 102 kw. Operating pow.: visual 204 kw, aural 102 kw. Networks: CBS (prim.), NBC, ABC. Am station WASK. Began operating June 15, 1953. Interconnected.

Representatives: National Wm. G. Rambeau, Washington attorneys Haley, Doty & Wollenberg, consulting engineers Frank McIntosh.

Stockholders: O. E. Richardson, president. Earl Richardson, farm director. Richard Cochran, chief engineer.

Executives:
O. E. Richardson, *president & general manager*
Henry Rosenthal, *assistant manager*
James Mathis, *program director*
Richard Cochran, *chief engineer*
John Marshall, *news director*
Earl Richardson, *farm director*
Harry Bradway, *sports director*

Services: News UP. Live studios, number 2, size of largest 60′ x 40′, number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 2 4x3½ opaque projectors; 2 2x2 slide projectors. Film should be sent to James Mathis. Film required 24 hrs. before telecast; slides 12 hrs., artwork 24 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $250, film $200. Minute spot live $37.50, film $30. ID rate $15.

Muncie: WLBC-TV

Ch. 49. Owned by Tri-City Radio Corp. Address: 420 Alden rd., Box 271. Phone: 4403. Authorized eff. rad. pow.: visual 14.1 kw, aural 7.59 kw. Operating pow.: visual 14.1 kw, aural 7.59 kw. Networks: CBS, ABC, NBC. Am station WLBC, fm station WMUN. Began operating April 29, 1953.

Representatives: National The Walker Representation Co., Inc., regional Hal Holman Co. (Chicago), Washington attorneys John H. Midlen, consulting engineers George C. Davis.

Stockholders: Donald A. Burton, president & treasurer (51%); William F. Craig, vice president (46.5%); Garnet M. Burton, secretary (1.5%); 3 others, each holding less than .5%.

Executives:
Don Burton, *general manager*
W. F. Craig, *vice president & commercial manager*
Lee Allerton, *program director*
Maurice Crain, *chief engineer*
Bill Summers, *musical director*

Color Equipment: network.

Rates: Class A one hour live $275, film $230. Minute spot live $55, film $50. ID rate $22.50.

South Bend: WNDU-TV

Ch. 46. Owned by Michiana Telecasting Corp. Address: Box 989. Phone: CE 3-7111. Authorized eff. rad. pow.: visual 185 kw, aural 92.5 kw. Networks: NBC (prim.). Am station WNDU. Began operating July 15, 1955. Interconnected.

Representatives: National Edward Petry & Co., Washington attorneys Dempsey & Koplovitz, consulting engineers Kear & Kennedy.

Stockholders: University of Notre Dame (100%).

Executives:
Rev. Theodore M. Hesburgh C.S.C., *president*
Bernard C. Barth, *vice president & general manager*
William Thomas Hamilton, *commercial manager*
Edward J. Roth Jr., *program director*
Bazil J. O'Hagan, *chief engineer*
Lamont McLoughlin, *news director*
Robert F. Stolfi, *advertising & sales promotion manager*
William A. Garden, *production manager*

Services: News AP. Live studios, number 1, size of largest 40′ x 60′, number live cameras 3. Remote equipment: available, remote cameras available.

Film & ID: 2 RCA Vidicon 16 mm film projectors; 2 2x2 tape mounted slide projectors, safe viewing area: 1⅛x¾. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; dip tanks, silent & sound (negative only).

Color Equipment: network.

Rates: Class A one hour live $400,* film $400. Minute spot live $80,* film $80. ID rate $40. *Production charges on request.

South Bend: WSBT-TV

Ch. 34. Owned by South Bend Tribune. Address: 300 West Jefferson blvd. Zone 1. Phone: CE 3-3141. Authorized eff. rad. pow.: visual 204 kw, aural 122 kw. Operating pow.: visual 204 kw, aural 122 kw. Networks: CBS (prim.). Am station WSBT. Began operating December 21, 1952. Interconnected.

Representatives: National Paul H. Raymer Co., Hogan & Hartson Washington attorneys, Page, Creutz, Garrison & Waldschmitt consulting engineers.

Stockholders: South Bend Tribune (100%).

Executives:
Franklin D. Schurz, *vice president*
Neal B. Welch, *general manager*
Richard Holloway, *national sales manager*
Robert J. Drain, *program director*
Arthur R. O'Neil, *chief engineer*
Robert M. Hoyt, *news director*
Robert McDermott, *farm director*
Eleanor Moore, *women's director*
Joe Boland, *sports director*
Walter A. Sweitzer Jr., *film director*

Services: News UP, INS, AP Photofax. Live studios, number 2, size of largest 50′ x 80′, number live cameras 4. Remote equipment: custom built, completely equipped, number remote cameras 4.

Film & ID: 2 RCA TP 16D film projectors; 1 TP 6CC film projector; 2 slide projectors; 2x2 tape mounted slides with provision for lap dissolve and superimposition, safe viewing area: 1⅛x¾. Film should be sent to Walter Sweitzer, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 144 hrs. Film editing services, Calumet, process only negative.

Color Equipment: network.

Rates: Class A one hour live $400,* film $400. Minute spot live $80,* film $80. ID rate $40. *Plus production.

Terre Haute: WTHI-TV

Ch. 10. Owned by Wabash Valley Broadcasting Corp. Address: 918 Ohio st. Phone: CRawford 9481. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Operating pow.: visual 316 kw, aural 191 kw. Networks: CBS (prim.), ABC, NBC. Am station WTHI. Began operating July 22, 1954. Interconnected.

Representatives: National Bolling Co., Washington attorneys Haley, Doty & Wollenberg, consulting engineers George C. Davis.

Stockholders: Anton Hulman Jr. (81.65%); J. R. Cloutier (13.35%); Henry Smith (5%).

Executives:
Anton Hulman Jr., *president*
J. M. Higgins, *general manager*
George A. Foulkes, *national sales manager*
Ben Falber Jr., *director nighttime tv operations*
Pat Murphy, *director daytime tv operations*
Don Petit, *chief engineer*
Howard Caldwell, *news & sports director*

Services: News UP. Live studios, number 1, size of largest 2,300 sq. ft., number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 slide projector; 2x2 metal mounted. Film should be sent to Nancy Langan. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing & processing services available.

Color Equipment: network.

Rates: Class A one hour live $400, film $400. Minute spot live $80, film $80. ID rate $40.

Waterloo: WIN-T

Ch. 15. Owned by Indiana Broadcasting Corp. Address: 2000 Lincoln Tower. Zone 2. Phone: ANthony 8475. Networks: CBS (prim.), ABC. Began operating September 26, 1954.

Representatives: National H-R Television, Washington attorneys Segal, Smith & Hennessey, consulting engineers A. D. Ring & Assoc.

Stockholders: Indiana Broadcasting is wholly owned by J. H. Whitney & Co.

Executives:
R. Morris Pierce, *vice president*
Ben B. Baylor Jr., *general manager*
Franklin Mitchell, *program director*
C. E. Wallace, *chief engineer*
Richard Hickox, *news director*
Ben K. West, *promotion manager*
Robert Grossman, *sports director*

Services: News UP. Live studios, number 1, size of largest 25′ x 40′, number live cameras 2. Remote equipment: microwave, number remote cameras 2.

Film & ID: 3 RCA 16 mm film projectors; 2 Gray 2x2, 1 Gray 3x4 slide projectors. Film should be sent to C. K. Bloomquist. Film required 72 hrs. before telecast; slides 72 hrs., artwork 12 hrs.

Color Equipment: network.

Rates: Class A one hour live $400 plus studio & live charges, film $400. Minute spot live $80 plus $40, film $80. ID rate $40.

IOWA

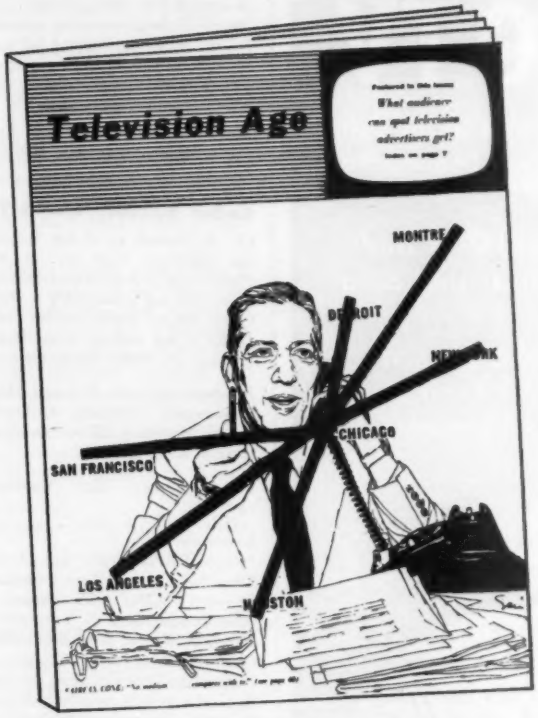
Ames: WOI-TV

Ch. 5. Owned by Iowa State College of Agriculture & Mechanic Arts. Address: Service bldg., Iowa State College. Phone: CEdar 2-3400. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Networks: ABC (prim.). Am & fm stations WOI. Began operating February 21, 1950.

Representatives: National Weed Television Corp., Washington attorneys Cohn & Marks, consulting engineers Jansky & Bailey, Inc.

Stockholders: Iowa State College of Agriculture & Mechanic Arts. Dr. James H. Hilton, president. (100%).

Executives:
Dr. James H. Hilton, *president*
Robert C. Mulhall, *acting manager & commercial manager*



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Dale Williams, *farm director*
Warren Royer, *film director*
Nancy Seeley, *promotion manager*
Joseph North, *tv training lab supervisor*
Keith Ketcham, *chief engineer*

Color Equipment: network.

Rates: Class A one hour live $500, film $500. Minute spot live $100, film $100. ID rate $50.

Cedar Rapids: KCRG-TV

Ch. 9. Owned by Cedar Rapids Television Co. Address: First ave. at First st. SW. Phone: EM 4-4194. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: ABC (prim.). Am station KCRG. Began operating October 15, 1953. Interconnected.

Representatives: National Hoag-Blair Co., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Kear & Kennedy.

Stockholders: The Gazette Company (100%).

Executives:
Joseph F. Hladky Jr., *vice president*
Edna A. Herbst, *general manager*
Robert C. Miller, *sales manager*
John Cundiff, *local & Iowa sales manager*
Ralph D. Willey, *program director*
Carl R. Rollert, *chief engineer*
Richard D. Yoakam, *news director*
Shirley Jennings, *women's director*
Robert C. Brooks, *sports director*
Loren L. Abbott, *office manager*

Services: News AP (newspaper and radio wires), INS, AP Photofax. Live studios, number 1, size of largest 800 sq. ft., number live cameras 2.

Film & ID: 2 Eastman 16 mm film projectors; 1 Gray Telojector, safe viewing area: 15 mm x 20 mm, 2x2 tape or metal mounted (tape preferred). Film should be sent to Ralph D. Willey. Film required 72 hrs. before telecast; slides 72 hrs., artwork 1 week. Film editing services available.

Color Equipment: network.

Rates: Class A one hour live $385, film $325. Minute spot live $85, film $65. ID rate $32.50.

Cedar Rapids: WMT-TV

Ch. 2. Owned by WMT-TV, Inc. Address: Paramount Theatre bldg. Phone: 4-0171. Authorized eff. rad. pow.: visual 100 kw, aural 70 kw. Operating pow.: visual 100 kw, aural 70 kw. Networks: CBS (prim.). Am station WMT. Began operating September 30, 1953. Interconnected.

Representatives: National The Katz Agency, Inc., Washington attorneys Bingham, Collins, Porter & Kistler, consulting engineers Page, Creutz, Garrison & Waldschmitt.

Stockholders: American Broadcasting Stations, Inc. (51%); William B. Dolph, president (29%); William B. Quarton, vice president & general manager (20%).

Executives:
William B. Dolph, *president*
William B. Quarton, *vice president & general manager*
Lew Van Nostrand, *general sales manager*
Douglas Grant, *director of tv operations & film buyer*
George Hixenbaugh, *chief engineer*
Chuck Worcester, *director of news & public affairs*
Bob Nance, *farm director*
Bob Kenney, *promotion director*
Tait Cummins, *sports director*
Leo F. Cole, *business manager*

Services: News AP, UP, INS, AP Photofax, UP Unifax. Live studios, number 1, size of largest 60′ x 40′, number live cameras 2.

Film & ID: 4 16 mm film projectors; 1 2x2 Standard NARTB slide projector. Film should be sent to Operations Desk, WMT-TV 600-2 Old Marion rd. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, 16 mm stills.

Color Equipment: network.

Rates: Class AA one hour live $625, film $625. Minute spot live $125, film $125. ID rate $62.50.

Davenport: WOC-TV

Ch. 6. Owned by Central Broadcasting Co. Address: 805 Brady st. Phone: 3-3661. Authorized eff. rad. pow.: visual 100 kw, aural 60 kw. Operating pow.: visual 100 kw, aural 60 kw. Networks: NBC (prim.), ABC. Am station WOC. Began operating October 31, 1949. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. D. Ring & Assoc.

Stockholders: B. J. Palmer (9.2%); D. D. Palmer (58.4%); and others.

Executives:
Col. B. J. Palmer, *president*
D. D. Palmer, *vice president & treasurer*
Ralph Evans, *executive vice president*
P. A. Loyet, *vice president*
Wm. D. Wagner, *secretary & controller*
Ernest C. Sanders, *resident manager*
Mark L. Wodlinger, *sales manager*
Raymond E. Guth, *program director*
Paul G. Arvidson, *chief engineer*
Robert Frank, *news director*
Hal Hart, *sports director*

Services: News UP & UP facsimile. Live studios, number 2, size of largest 30′ x 50′, number live cameras 4 studio camera chains. Remote equipment: RCA mobile unit, number remote cameras 2 camera chains.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, picture: 1½x1½; multiple slide projector for 16 slides, overall 3x4, picture size: 1½x2. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Complete film editing services.

Color Equipment: network.

Rates: Class A one hour live $800, film $800. Minute spot live $200, film $200. ID rate $100.

Des Moines: KRNT-TV

Ch. 8. Owned by KRNT-TV Co. Address: 9th & Pleasant st. Zone 14. Phone: ATlantic 8-3671. Authorized eff. rad. pow.: visual 316

kw, aural 199.5 kw. Operating pow.: visual 316 kw, aural 199.5 kw. Networks: CBS (prim.). Am station KRNT. Began operating July 31, 1955.

Representatives: National The Katz Agency. Segal, Smith & Hennessey Washington attorneys, Lohnes & Culver consulting engineers.

Stockholders: Cowles Broadcasting Company and the estate of Kingsley H. Murphy (100%).

Executives:
Luther L. Hill, *president*
Robert W. Dillon, *general manager*
Paul M. Elliott, *commercial manager*
William H. Hippee, *sales manager*
Richard H. Covey, *program director*
Charles F. Quentin, *chief engineer*
Richard C. Percival, *business manager*
Russ Van Dyke, *news director*
Joe Hudgens, *promotion director & assistant program director*
Al Couppee, *sports director*

Services: News AP, UP, CBS Newsfilm, AP Photofax. Live studios, number 2, size of largest 32' x 64', number live cameras 4 RCA. Remote equipment: RCA 2 field camera chains.

Film & ID: 1 16 mm film camera chain; 1 slide projector, scan area: ⅞x1⅛, copy area: ⅝x⅞, 2x2 transparency. Film should be sent to Wayne Ackley, Film Director. Material required by station prior to telecast: film 96 hrs.; slides 72 hrs.; artwork 72 hrs. Complete editing & processing, shipping and receiving, 16 mm Tri-X. Sound and silent commercial and news film cameras. Rear screen projector available.

Color Equipment: network.

Rates: Class A one hour live $700, film $700. Minute spot live $160, film $160. ID rate $80.

Des Moines: WHO-TV

Ch. 13. Owned by Central Broadcasting Co. Address: 1100 Walnut st. Zone 7. Phone: ATlantic 8-6511. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Operating pow.: visual 81.5 kw, aural 49 kw. Networks: NBC (prim.). Am station WHO. Began operating April 15, 1954. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc. Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. D. Ring & Assoc.

Stockholders: Col. B. J. Palmer, president & chairman of the board (8.5%); Dr. D. D. Palmer, vice president & treasurer (58.4%); Ralph Evans, executive vice president (1.5%); Paul A. Loyet, vice president & resident manager (2.7%); H. E. Hender (2.51%); H. B. Chance (2.51%); remainder in Palmer family trusts. Central Broadcasting Company also operates WOC-TV Davenport and owns 25% of KMTV Omaha and KMA Shenandoah, Iowa.

Executives:
Col. B. J. Palmer, *president & chairman of the board*
Dr. D. D. Palmer, *vice president & treasurer*
Ralph Evans, *executive vice president*
William D. Wagner, *secretary & controller*
Paul A. Loyet, *vice president & resident manager*
W. W. Woods, *assistant manager*
Robert H. Harter, *sales manager*
Jack Kerrigan, *program director*
Reed E. Snyder, *chief engineer*
Kenneth Gfeller, *production manager*
Jack Shelley, *news bureau manager*
M. L. Nelsen, *managing editor*
Herb Plambeck, *farm service director*
James Zabel, *sports director*

Services: News AP, INS, UP Unifax. Live studios, number 2, size of largest 90' x 50', number live cameras 4. Remote equipment: truck with complete field equipment, number remote cameras 2 RCA TK-30A field camera chains.

Film & ID: 2 RCA TP16D, 2 RCA TP6CC film projectors; 2 RCA TK-20D film cameras; 1 RCA TK26 color film camera; 1 Gray Telop opaque projector; 1 Television Specialty Co. rear screen projector; 2 Gray dual disc slide projectors; standard 2x2 glass or metal mount, critical copy area: ¾x1. Film should be sent to TV Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 1 wk. Film editing services; complete art department & still photo lab.

Color Equipment: network, film, slides.

Rates: Class A one hour live $650, film $650. Minute spot live $130, film $130. ID rate $65.

Fort Dodge: KQTV

Ch. 21. Owned by Northwest Television Corp. Address: Warden bldg. Phone: 4-0351, business offices; 4-0311, studios. Authorized eff. rad. pow.: visual 360 kw, aural 160 kw. Operating pow.: visual 360 kw, aural 160 kw. Networks: NBC (prim.), ABC, CBS. Am station KVFD. Began operating November 23, 1953. Interconnected.

Representatives: National John E. Pearson Co.

Stockholders: Mr. & Mrs. Ed Breen, principal stockholders.

Executives:
Edward Breen, *president & general manager*
Rollie Camp, *sales manager*
Cal Folkerts, *program director*
David Gilbert Sinclair, *chief engineer*
Kenneth Petersen, *news director*
Durward Early, *farm director*
Eve Rubenstein, *women's director*
Bill Higgins, *sports director*
Vernon Gielow, *assistant station manager*

Services: News UP, INS. Live studios, number 1, size of largest 40' x 40', number live cameras 1.

Film & ID: 2 16 mm Projectalls for slides & opaques; 2 opaque projectors, 3x4, standard SRA requirements. Film should be sent to Stanley McCurdy, Film Director. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services; microrecord, negative film processing.

Color Equipment: network.

Rates: Class A one hour live $170, film $150. Minute spot live $33.50, film $30. ID rate $15.

Mason City: KGLO-TV

Ch. 3. Owned by Lee Radio, Incorporated. Address: Second & Pennsylvania. Phone: 2800. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Am station KGLO. Began operating May 15, 1954. Interconnected.

Representatives: National Weed Television Corp. Pierson, Ball & Dowd Washington attorneys, Page, Creutz, Garrison & Waldschmitt consulting engineers.

Stockholders: Lee P. Loomis, president (9%); more than 50 others.

Executives:
Lee P. Loomis, *president*
Herbert R. Ohrt, *executive vice president & general manager*
Lloyd D. Loers, *commercial manager*
Douglas Sherwin, *production & program director*
Roger Sawyer, *chief engineer*
Ken Kew, *news director & sports director*
Al Heinz, *farm director*
Jay Martens, *women's director*

Services: News AP, UP. Live studios, number 1, size of largest 40'x60', number live cameras 2.

Film & ID: 2 DuMont multiscanners. Film should be sent to Don Sargent. Material required by station prior to telecast: film 72 hrs.; slides 72 hrs.; artwork 72 hrs.

Color Equipment: network.

Rates: Class A one hour live $350, film $300. Minute spot live $65, film $60. ID rate $30.

Ottumwa: KTVO

Ch. 3. Owned by KBIZ, Inc. Address: 209 East Second st. Phone: MUrray 2-4535. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS & NBC. Am station KBIZ. Began operating November 1955. Interconnected.

Representatives: National Bolling Co., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Commercial Radio Equipment Co.

Stockholders: James J. Conroy (66.16%); Merrill Gilmore (.16%); Alice E. Fisher (.16%); B. E. Allison (.16%); Raymond E. Russell (33.33%).

Executives:
James J. Conroy, *president & general manager*
Berg E. Allison, *station manager*
Elmer Smith, *commercial manager*
Jim Bolen, *program director*
James Riley, *chief engineer*
Henry Magnuson, *news director*
Dean Osmundson, *farm director*
Kay Rea, *women's director*
Dave Etzel, *sports director*
Monty Moncrieff, *research & promotion*

Services: News AP Wire, AP Photophax, CBS Newsfilm. Live studios, number 2, size of largest 24' x 36', number live cameras 2 RCA camera chains.

Film & ID: 2 RCA film projectors; 1 opaque projector; 2 2x2 RCA slide projectors. 2x2 glass or metal mounted slides.

Film & ID: 2 RCA film projectors; 1 opaque projector; 2 2x2 RCA slide projectors. 2x2 glass or metal mounted slides. Film should be sent to Jim Bolen. Film required 36 hrs. before telecast; slides 36 hrs., artwork 48 hrs. Film editing services; negative and direct positive film processing.

Color Equipment: network.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Sioux City: KTIV

Ch. 4. Owned by KTIV Television Co. Address: 217 Tenth st. Zone 3. Phone: 8-0545. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station KSCJ. Began operating October 10, 1954. Interconnected.

Representatives: National George P. Hollingbery, Washington attorneys Miller & Schroeder, consulting engineers George C. Davis.

Stockholders: Perkins Brothers Company (50%); Dietrich Dirks & Associates (50%).

Executives
Dietrich Dirks, *president & general manager*
Eugene Flaherty, *vice president & commercial manager*
Tom Searls, *program director*
Al Smith, *chief engineer*
Ken Wayman, *news director*
Pauline Schmidt, *women's director*
Bob Wilson, *sports director*
Bill Mote, *promotion director*

Services: News UP. Live studios, number 1, size of largest 50' x 60', number live cameras 2.

Film & ID: 2 RCA TK 16 mm film projectors; TP-3B RCA 2x2 mount slide projectors, viewing area: 27/32x1⅛. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 96 hrs. Film editing services; Bridgamatic processing unit.

Color Equipment: network.

Rates: Class A one hour live $390, film $350. Minute spot live $85, film $75. ID rate $37.50.

Sioux City: KVTV

Ch. 9. Owned by Cowles Broadcasting Co. Address: Seventh and Douglas. Zone 1. Phone: 2-2711. Authorized eff. rad. pow.: visual 288 kw, aural 142.5 kw. Operating pow.: visual 288 kw, aural 142.5 kw. Networks: CBS (prim.), ABC. Am station WNAX Yankton, S. Dak. Began operating March 29, 1953. Interconnected.

Representatives: National The Katz Agency, Washington attorneys Segal, Smith & Hennessey, consulting engineers Lohnes & Culver.

Stockholders: Des Moines Register & Tribune Co (100%).

Executives:
Luther L. Hill, *president*
Donald D. Sullivan, *general manager*
Robert B. Donovan, *commercial manager*
Arthur J. Smith, *resident manager*
George W. Hutchins, *program director*
Charles Prohaska, *chief studio engineer*
Jack Iverson, *chief transmitter engineer*
Austin Schneider, *news director*
Rex Messersmith, *farm director*
Jan Voss, *women's director*
Les Davis, *sports director*
Gene Hays, *production manager*

Services: News AP, UP. Live studios, number 2, size of largest 40' x 70', number live cameras 2. Remote equipment: all camera chains are portable, number remote cameras 2 field cameras.

Film & ID: 2 16 mm film projectors; 1 4x5 balop; 2 turret type 2x2 slide projectors. Film should be sent to Ben Roen, Film Director. Film required 48 hrs. before telecast; slides 12 hrs., artwork 24 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $485, film $425. Minute spot live $110, film $100. ID rate $50.

Waterloo: KWWL-TV

Ch. 7. Owned by Black Hawk Broadcasting Co. Address: Hotel Russell Lamson. Phone: ADams 4-4404. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC (prim.), ABC. Am station KWWL. Began operating November 26, 1953. Interconnected.

Representatives: National Avery-Knodel, Inc., Washington attorneys Roberts & McInnis, consulting engineers Frank H. McIntosh.

Stockholders: Ralph J. McElroy (31.4%); Donald M. Graham; E. Horslund; Glenn H. Beers; Robert Buckmaster; A. D. Donnell; William Bolster, George A. Loveall; Phillip Rausch; Harry M. Reed; C. W. Shirey; Lowell J. Walker; Harold Walden; John B. Young; Robert A. Young; Richard Young; Gene Thorne; Robert McCoy; Wm. Severin; Bernice E. McKinstry; Louise M. McKinstry; James McKinstry; Marion C. McCoy; John G. Miller; Reouben Miller; Aaron Miller; Robert L. Penne; T. L. Trunnell; Donald E. Inman; Byron C. Hawn; George B. Hughes; Robert C. McKinstry; Jane E. McCoy; Frank Collord; Fred Tesmer; E. E. Wheeler; Leo Hughes; C. K. Cropper; A. J. Burke; C. E. Butler; Robert H. Dunkelberg; Nicholas L. Etten; Wm. A. Roberts; W. Lyle Harvey.

Executives:
Ralph J. McElroy, *president & general manager*
Donald E. Inman, *sales director*
Dwight Wheeler, *tv operations manager*
T. W. Kirksey, *director of engineering*
Edwin L. Falk, *news director*
Frank Arney, *farm director*
Jeanette Elliott, *women's director*
Clare Rampton, *sports director*
Ross Baker, *local tv sales manager*

Services: News AP. Live studios, number 1, size of largest 30' x 50', number live cameras 2.

Film & ID: 2 16 mm film projectors; Mont. multiscanner 4x5 (outside) balops. Film should be sent to TV Operations Desk. Film required 72 hrs. before telecast; balops 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $400, film $400. Minute spot live $80, film $80. ID rate $40.

KANSAS

Great Bend: KCKT

Ch. 2. Owned by Central Kansas Television Company, Inc. Address: P. O. Box 182. Phone: 7868. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Networks: NBC (prim.). Began operating November 28, 1954.

Representatives: National The Bolling Co., Washington attorneys Cohn & Marks, consulting engineers Commercial Radio Equipment Co.

Stockholders: E. C. Wedell, president (26.65%); C. L. Roberts, vice president (4.96%); Roy Zimmer, secretary (2.09%); Delbert Williams, treasurer (.20%); Vic E. Baum (3.25%); Vyrl W. Levan (7.84%); Ralph R. Rinker (5.6%); H. P. Thies & Fred Thies (5.86%); over 100 others, none owning as much as 3%. Mr. Zimmer is treasurer of Hass-Flynn Theatres, Inc.

Executives:
E. C. Wedell, *president*
Vic E. Baum, *managing director*
Otis Cowan, *commercial manager*
R. L. Kuhlman, *program coordinator*
Howard Morgan, *production director*
Bill Brooks, *news and sports director*
Herman Haefele, *chief engineer*

Color Equipment: network, 2-color slides.

Rates: Class A one hour live $250, film $250. Minute spot film $50. ID rate $25.

Hutchinson: KTVH

Ch. 12. Owned by Wichita-Hutchinson Co., Inc. Address: 1800 North Plum. Phone: MOhawk 5-5503. Authorized eff. rad. pow.: visual 240 kw, aural 120 kw. Operating pow.: visual 240 kw, aural 120 kw. Networks: CBS (prim.). Began operating July 1, 1953.

Representatives: National H-R Television, Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers Lohnes & Culver.

Stockholders: Minneapolis Star & Tribune Company (80%).

Executives:
Joyce A. Swan, *president*
Howard O. Peterson, *general manager*
Ernest W. Dallier, *general sales manager*
Ray Huffer, *program director*
Kenneth H. Cook, *chief engineer*
Dale E. Larsen, *promotion manager*
Joe MacConkey, *news director*

Services: News AP. Live studios, number 2, size of largest 43' x 55', number live cameras 4. Remote equipment: relay, number remote cameras 1.

Film & ID: 3 Eastman 16 mm film projectors; 2 slide projectors. Film should be sent to Ray Huffer. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $500, film $500. Minute spot live $120, film $120. ID rate $60. Program preparation-talent costs for live programs furnished on request.

Pittsburg: KOAM-TV

Ch. 7. Owned by Mid-Continent Telecasting, Inc. Address: P.O. Box 609. Phone: 2508; (Ma 4-0233 Joplin, Mo.). Authorized eff. rad. pow.: visual 245 kw, aural 138 kw. Operating pow.: visual 245 kw, aural 138 kw. Networks: NBC (prim.), ABC. Am station KOAM. Began operating December 13, 1953. Interconnected.

Representatives: National The Katz Agency, Inc., George O. Sutton Washington attorneys, Lohnes & Culver consulting engineers.

Stockholders: Pittsburg Broadcasting Co., Inc. (66.53%); Joplin Globe Publishing Co. (33.23%).

Executives:
Lester E. Cox, *president*
R. E. Wade, *general manager & commercial manager*
Louis R. Martin, *program director*
Leo Stafford, *chief engineer*
Tom Freeman, *sports director*

Services: News UP. Live studios, number 1, size of largest 40′ x 52′ x 18′, number live cameras 2.

Film & ID: 2 16 mm film projectors; standard slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs.

Rates: Class A one hour live, on request, film $300. Minute spot live $70, film $60. ID rate $30.

Topeka: WIBW-TV

Ch. 13. Owned by Topeka Broadcasting Association, Inc. Address: 1035 Topeka blvd. Phone: 3-2377. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.), ABC. Am station WIBW. Began operating November 15, 1953. Interconnected.

Representatives: National Capper Publications, Inc. & Walter Biddick Co., Washington attorneys Hogan & Hartson, consulting engineers Page, Creutz, Garrison & Waldschmitt.

Stockholders: Oscar Stauffer (100%).

Executives:
Philip Zach, *president*
Ben Ludy, *general manager*
Hilton Hodges, *sales manager*
Jack Ostrode, *program director*
Gil Voiles, *chief engineer*
Charles Logas, *news director*
Wes Seyler, *farm director*
Dottie Paige, *women's director*
Dev Nelson, *sports director*
Lewis Dickensheets, *assistant general manager*

Services: News AP, UP. Live studios, number 1, size of largest 45′ x 65′, number live cameras 2 studio & 2 film.

Film & ID: 3 16 mm film projectors; 2 2x2 predicted area slide projectors, 27/32 high x 1⅞ wide (WMPTE Standard), message area: ¾ high x 1 wide. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Complete film editing services; film line reversal Du Pont 930 A and 931 A.

Color Equipment: network 2 16 mm SOF cameras and 4 16 mm silent film cameras available. 16 mm contact printer available (single or double system). Complete darkroom facilities.

Rates: Class A one hour live $480 plus 20%, film $480. Minute spot live $96 plus 20%, film $96. ID rate $48.

Wichita: KAKE-TV

Ch. 10. Owned by KAKE-TV, Inc. Address: 1500 North West st. Zone 12. Phone: WH 3-4221. Authorized eff. rad. pow.: visual 316 kw, aural 219 kw. Operating pow.: visual 316 kw, aural 219 kw. Networks: ABC (prim.). Am station KAKE. Began operating October 19, 1954.

Representatives: National The Katz Agency, Inc., Fisher, Wayland, Duvall & Southmayd and Cohn & Marks Washington attorneys, Lohnes & Culver consulting engineers.

Stockholders: Mark Adams (6.25%); Martin Umansky (2.5%); Theodore Gore (9.25%); Tom Palmer (19.5%); H. E. Zoller (14.5%); Owen McEwen (7.5%); Ralph Gore (9.25%); Charles E. Jones (6.25%); Sherrill Corwin (15%); S. O. Beren (2%); George Bruce (2%); Harold Newby (2%); Lloyd Pickerell (2%).

Executives:
Mark Adams, *president*
Martin Umansky, *general manager*
Donivan D. Waldron, *national sales manager*
John Quigley, *operations manager*
Harold Newby, *chief engineer*
Bruce Behymer Jr., *farm director*
Ethel Jane King, *women's director*
Jack Miller, *sports director*
Norman W. Larson, *sales-service director*
Robert C. Payne, *promotion-publicity director*
Paul Threlfall, *film production director*
Claude Clevenger, *transmitter supervisor*
Keith Griggs, *studio supervisor*
Arnold Wedel, *office manager*

Services: News AP, AP Photofax. Live studios, number 2, size of largest 60′ x 80′, number live cameras 2 RCA, 1 studio Zoomar. Special effect amplifier, Century electronic lighting system.

Film & ID: 2 16 mm film projectors; 2 Gray Telejectors, 1 Gray Telop—Standard size. Film should be sent to Gary Hultgren. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, Houston 22 processor 16 mm. Dual Bodde rear screen projector.

Color Equipment: network.

Rates: Class A one hour live, on request, film $500. Minute spot live, on request, film $110. ID rate $55.

Wichita: KARD-TV

Ch. 3. Owned by Wichita Television Corp., Inc. Address: 833 North Main st. Phone: AMherst 5-5633. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Began operating September 1, 1955. Interconnected.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Koteen & Burt & Miller & Schroeder, consulting engineers George C. Davis.

Stockholders: Geo. M. Brown; Wm. J. Moyer; Daniel M. Moyer; Dale M. McCoy, Tom J. Maloney; Don Sbarra; A. L. Ashmore; Gifford M. Booth Jr.; Kenneth Brasted; Mrs. Helen P. Brown; William H. Bertholf; W. M. Ferguson; James D. Jarvis; W. E. Lehmberg; Charles K. Razak; Mary J. Phares; William A. Grant; Robert B. Marye; plus 98 local stockholders.

Executives:
Geo. M. Brown, *president*
Wm. J. Moyer, *vice president & general manager*
Don Sbarra, *vice president & commercial manager*
Tom J. Maloney, *program director*
Robert B. Marye, *vice president & chief engineer*
Dave Wilson, *news director*
Dale Watson, *farm director*
Mary J. Phares, *women's director & public service director*
Bill "Tex" Jones, *sports director*
Sam Worsham, *production manager*

Services: News AP. Live studios, number 2, size of largest 47′ x 68′, number live cameras 4 b&w & 1 RCA color. Remote equipment: complete remote unit, number remote cameras 2.

Film & ID: 3 color or b&w 16 mm film projectors; 2 Gray Telejectors color or b&w, critical area: ¾x1. Film should be sent to station. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services available; all types film processing.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $550,* film $550.* Minute spot live $125,* film $125.* ID rate $62.50. * Moderate production charges added.

KENTUCKY

Henderson: WEHT

Ch. 50. Owned by WEHT, Inc. Address: P.O. Box 395, Evansville. Phone: HArrison 4-9215, Evansville. Authorized eff. rad. pow.: visual 11 kw, aural 5.89 kw. Operating pow.: visual 11 kw, aural 5.89 kw. Networks: CBS (prim.). Am station WEOA Evansville. Began operating Setember 11, 1953.

Representatives: National Young Television Co., Washington attorneys Pierson, Ball & Dowd, consulting engineers George C. Davis.

Stockholders: Majority owners Henry Hilberg and James R. Clark Jr. head syndicate.

Executives:
Edwin G. Richter, *president*
Cecil M. Sansbury, *general manager*
Charles C. Palmisano, *sales manager*
Anita Cooke, *sales development director*
Roger Garrett, *assistant manager—operations*
Jo Klassen, *traffic director*
Meredith Hart, *continuity director*
Brod Seymour, *news director*
Robert Cleveland, *chief engineer*
Del Greenwood, *promotion manager*

STATIONS: KY.-LA.

Color Equipment: network.

Rates: Class A one hour live $350, film $300. Minute spot live $70, film $60. ID rate $30.

Lexington: WLEX-TV

Ch. 18. Owned by WLEX-TV, Inc. Address: Russell Cave Pike. Phone: 4-8747. Authorized eff. rad. pow.: visual 200 kw, aural 100 kw. Networks: NBC (prim.), ABC, CBS. Am station WLEX. Began operating March 15, 1955. Interconnected.

Representatives: National Bolling Co., Inc., regional Dora-Clayton (deep south), Washington attorneys Spearman & Roberson, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: J. D. Gay Jr., president (23.91%); H. Guthrie Bell, secretary-treasurer (29.97%); William B. Gess, vice president (4.11%); Central Kentucky Broadcasting Co-WLEX (26.9%); others.

Executives:
J. D. Gay Jr., *president*
Harry C. Barfield, *manager*
Earl L. Boyles, *vice president & general manager*
Les J. Tackett, *commercial manager*
Alex D. Macaulay, *program director*
J. W. Robertson, *chief engineer*

Services: News AP. Live studios, number 1, number live cameras 1 GPL.

Film & ID: 2 GPL film projectors; 35 mm slide projector, critical area: 11/16x15/16. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; TRIX reversal, double X negative 16 mm.

Color Equipment: network.

Rates: Class A one hour live $222, film $190. Minute spot live $39, film $31. ID rate $19.

Louisville: WAVE-TV

Ch. 3. Owned by WAVE, Inc. Address: 334 East Broadway. Zone 2. Phone: JUniper 5-2201. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station WAVE. Began operating November 24, 1948. Interconnected.

Representatives: National NBC Spot Sales., Washington attorneys Segal, Smith & Hennessey, consulting engineers A. D. Ring & Assoc.

Stockholders: George W. Norton Jr., president (98.4%); Nathan Lord, vice president & general manager (.8%); Charles C. Leonard, secretary-treasurer (.8%).

Executives:
George W. Norton Jr., *president*
Nathan Lord, *general manager*
Ralph Jackson, *commercial manager*
George Patterson, *program manager*
James Caldwell, *advertising & promotion manager*
Wilbur Hudson, *chief engineer*
Rodney Ford, *news director*
Shirley Anderson, *farm director*
Ed Kallay, *sports director*
Cy Crites, *research director*
Pat O'Hara, *production supervisor*

Services: News AP, State wires. Live studios, number 2, size of largest 34' x 44', number live cameras 4. Remote equipment: mobile unit, number remote cameras 2.

Film & ID: 2 16 mm RCA film projectors; 2 35 mm slide projectors; 2 Balopticans, 3¼x4 opaques. Film should be sent to Pat O'Hara, Production Supervisor.

Rates: Class AA one hour live $1,131, film $1,060. Minute spot live $215 plus talent & production, film $215. ID rate $107.50.

Louisville: WHAS-TV

Ch. 11. Owned by WHAS, Inc. Address: 525 West Broadway. Zone 2. Phone: WA 3211. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station WHAS. Began operating March 27, 1950. Interconnected.

Representatives: National Harrington, Righter & Parsons, Washington attorneys Miller & Schroeder, Louisville attorney Wyatt & Grafton.

Stockholders: Courier-Journal & Louisville Times Co.

Executives:
Barry Bingham, *president*
Victor A. Sholis, *vice president & director*
Neil D. Cline, *station manager*
Albert J. Gillen, *sales director*
Ralph M. Hansen, *program director*
Orrin W. Towner, *director of engineering*
Barney Arnold, *farm director*
Jimmy Finegan, *sports director*
Charles McDaniel, *film director*

Services: News AP. Live studios, number 2, size of largest 42' x 64', number live cameras 6. Remote equipment: completely equipped mobile unit, number remote cameras 4.

Film & ID: 2 16 mm film projectors; 1 slide projector; 3¼x4 standard slides, usable area: 2¼x3; 1 5x6 opaque projector, usable area: 5x6½. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs, artwork 72 hrs. Film editing services.

Rates: Class A one hour live $1,000, film $1,000. Minute spot live $200, film $200. ID rate $100.

LOUISIANA

Alexandria: KALB-TV

Ch. 5. Owned by Alexandria Broadcasting Co. Address: Sixth & Washington. Phone: 3-2543. Authorized eff. rad. pow.: visual 28.2 kw, aural 15.1 kw. Operating pow.: visual 28.2 kw, aural 15.1 kw. Networks: NBC (prim.), ABC, CBS. Am station KALB. Began operating September 29, 1954. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Commercial Radio Equipment Co.

Stockholders: T. B. Lanford; Grove Stafford Sr.

Executives:
T. B. Lanford, *president*
Willard L. Cobb, *general manager*
Tommy Erwin, *operations manager*
Jesse R. Sexton, *local sales manager*
Larry McHale, *assistant operations manager*
Doug Reeh, *news director*
Vivian Close, *women's director & promotion director*
George Dacre, *sports director*
Eugene Miller, *chief engineer*

Services: News AP, UP. Live studios, number 2, size of largest 43' x 34', number live cameras 2 GE image-orthicon.

Film & ID: 2 16 mm DuMont film projectors; DuMont Multiscanner slide projector for 4x5 opaques. Film should be sent to Tommy Erwin, Program Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $262.50, film $250. Minute spot live $57.50, film $50. ID rate $25.

Baton Rouge: WAFB-TV

Ch. 28. Owned by Modern Broadcasting Company of Baton Rouge, Inc. Address: 929 Government st. Phone: 4-8571. Authorized eff. rad. pow.: visual 200 kw, aural 100 kw. Operating pow.: visual 200 kw, aural 100 kw. Networks: CBS (prim.), ABC. Began operating April 19, 1953. Interconnected.

Representatives: National Young Television Corp., regional Clarke R. Brown, Washington attorneys Pierson, Ball & Dowd, consulting engineers Page, Cruetz, Steel & Waldschmitt.

Stockholders: WDSU Broadcasting Corp., New Orleans (57.85%); Francis H. Lee (2.91%); Louis H. Preajean (2.05%); J. S. Burk (14.77%); C. C. Barnard (14.74%).

Executives:
Dwight W. Martin, *chairman of the board*
Tom E. Gibbens, *president & general manager*
Ron C. Litteral, *sales manager*
Mervyn E. Rhys, *commercial manager*
Don Hallman, *program director*
Donald K. Allan, *chief engineer*
Roland E. Day, *news director*
Grace McElveen, *promotion manager*

Services: News AP, UP. Live studios, number 2, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Don Hallman.

Rates: Class A one hour live $250. Minute spot live $50. ID rate $25.

Baton Rouge: WBRZ

Ch. 2. Owned by Louisiana Television Broadcasting Corp. Address: 1650 Highland rd. Phone: 8-1491. Authorized eff. rad. pow.: visual 100 kw, aural 56.2 kw. Operating pow.: visual 100 kw, aural 56.2 kw. Networks: NBC (prim.), ABC. Am station WJBO. Began operating April 14, 1955. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Cohn & Marks, consulting engineers Page, Creutz, Garrison & Waldschmitt.

Stockholders: Class B Common Stock — Roland C. Kizer (18.83%); Lewis Gottlieb

(18.83%); R. F. Cangelosi (18.83%); Clint L. Pierson (18%); Percy E. Roberts (13.44%); Earl Smith (6.67%); Mrs. A. S. Roberts (5.39%). Class A Common Stock—Baton Rouge Broadcasting Company, Inc. (99.33⅓%).

Executives:
Douglas L. Manship, *president*
Roy Dabadie, *general manager*
Guy Corley, *sales manager*
John Ferguson, *program director*
Aubrey Moore, *production manager*
Jules Mayeux, *operations & promotion manager*
J. P. Weathersby, *chief engineer*

Services: News AP, INS News, AP Photofax, INS Telenews. Live studios, number 2, size of largest 51'1" x 30'2", number live cameras 2.

Film & ID: 2 RCA TP 6A film projectors; 1 Gray 11R-Reserve image opaque projector for use with Vidicon Multiplexer; 1 RCA special dual disc slide projector. Film should be sent to John E. Ferguson. Fim required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Bridgamatic unit—negative only.

Rates: Class AA one hour live $370, film $335. Minute spot live $75, film $65. ID rate $32.50.

Lafayette: KLFY-TV

Ch. 10. Owned by Camellia Broadcasting Company, Inc. Address: 1301 Oak ave. Phone: CE 5-9494. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station KLFY. Began operating June 3, 1955. Interconnected.

Representatives: National Venard, Rintoul & McConnell, regional Clarke Brown Co., Washington attorneys Cohn & Marks, consulting engineers Guy C. Hutchinson.

Stockholders: Paul H. DeClouet, president (18.75%); T. A. DeClouet, vice president (18.75%); J. W. Mitchell, secretary-treasurer (18.75%); H. J. Delhommer, vice president (18.75%); C. C. DeGravelle (4.112%); G. W. Ducote (4.112%); Max Fink (5.756%); Roland Fink (7.894%); Vincent Riehl (2.138%); Joseph Riehl (.987%).

Executives:
Paul H. DeClouet, *president*
James W. Lucas, *general manager*
Quitman Henley, *commercial manager*
John Selleck, *program director*
Maurice Wynne, *chief engineer*
Bob Castellon, *sports director*
R. T. Mullenix, *production director*

Services: News UP. Live studios, number 2, size of largest 45' x 45', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors, 2x2 metal bound slides. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Complete film editing services; still processing facilities.

Color Equipment: network.

Rates: Class A one hour live $250, film $250. Minute spot live $57.50, film $50. ID rate $25.

Lake Charles: KPLC-TV

Ch. 7. Owned by Calcasieu Broadcasting Co. Address: 320 Division st. Phone: HEmlock 6-3631. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 52.5 kw, aural 35.5 kw. Networks: NBC (prim.), ABC. Am station KPLC. Began operating September 29, 1954. Interconnected.

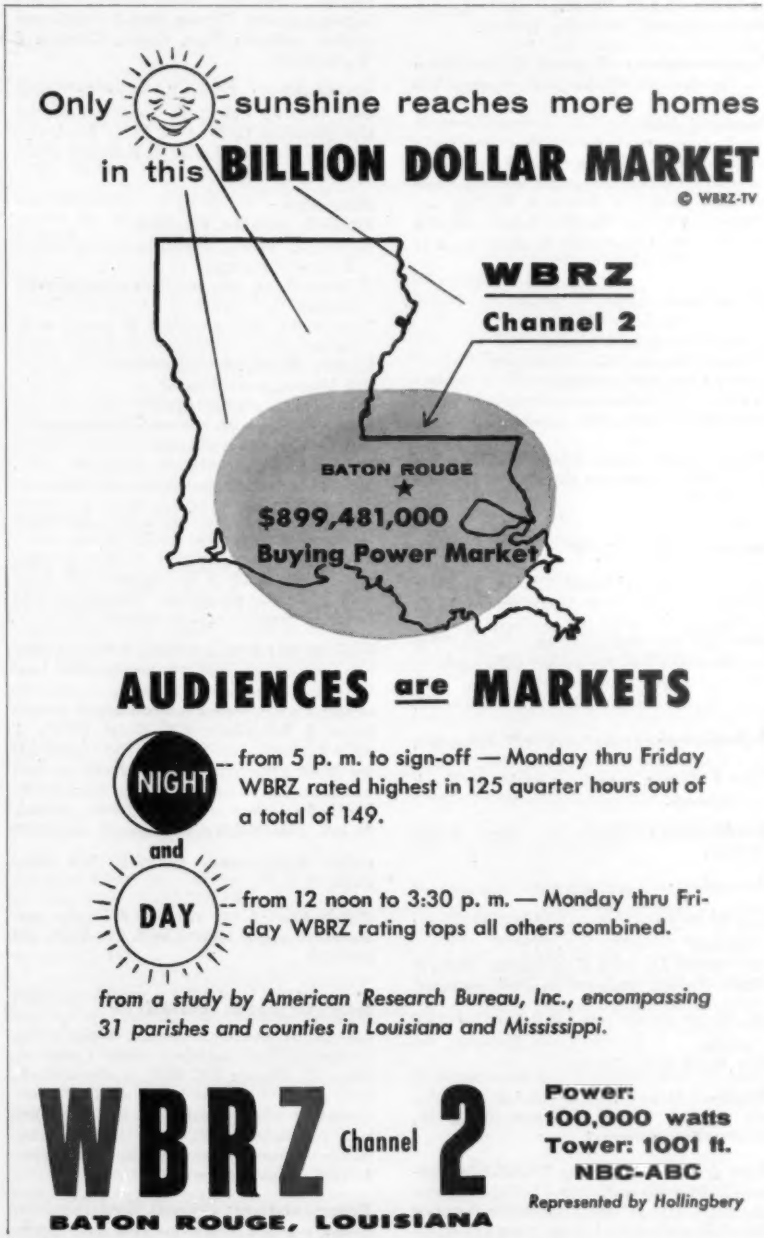
Representatives: National Weed Television Corp., Washington attorneys Robert M. Booth Jr., consulting engineers Commercial Radio Equipment Co.

Stockholders: T. B. Lanford (⅓); L. M. Sepaugh (⅓); R. M. Dean (⅙); Viola Lipe Dean Trust (⅙).

Executives:
T. B. Lanford, *president*
P. E. Mills Jr., *general manager*
A. Reuben, *commercial manager*
A. B. Craft, *program director*
E. Barton, *chief engineer*
K. v. Leuwen, *news director*
S. Tarleton, *sports director*

Services: News AP, UP, Facsimile. Live studios, number 1, size of largest 38' x 44', number live cameras 2.

Film & ID: 2 GE 16 mm film projectors;



2 selectroslide slide projectors for 2x2 slides (glass bound preferred), SRA Standard. Film should be sent to D. Johnson. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Limited film editing services; filmline Jr. neg-pos. & reversal (blue base only).

Rates: Class A one hour live $262.50, film $250. Minute spot live $57.50, film $50. ID rate $25.

Lake Charles: KTAQ-TV

Ch. 25. Owned by KTAC Associates. Address: P.O. Box 173. Phone: HEmlock 9-9413. Authorized eff. rad. pow.: visual 20.4 kw, aural 11 kw. Operating pow.: visual 20.4 kw, aural 11 kw. Networks: CBS (prim.). Began operating November 2, 1953.

Representatives: Regional Clarke Brown Co. (southwest), Washington attorneys McKenna & Wilkinson, consulting engineers Gautney & Jones.

Stockholders: Warren Berwick, president (32.4%); Charles Lamar Jr., executive vice president (46.2%); Robert B. McCall, secretary (10.7%); Harold Knox, director (10.7%). Mr. Lamar controls off-air WPFA-TV Pensacola, Florida.

Executives:
Warren Berwick, *president*
Kevin Reilly, *general manager*
Raymond Dorsey, *station manager*
Harper Clark, *sales manager*
Lawrence E. Vicknair, *chief engineer*
Nelda Barker, *promotion manager*

Rates: Class A one hour live $180, film $150. Minute spot live $30.50, film $25. ID rate $12.50.

Monroe: KNOE-TV

Ch. 8. Owned by James A. Noe. Address: KNOE rd., P.O. Box 1472. Phone: 8155. Authorized eff. rad. pow.: visual 230 kw, aural 115 kw. Operating pow.: visual 230 kw, aural 115 kw. Networks: CBS (prim.), NBC, ABC. Am station KNOE. Began operating September 27, 1953. Interconnected.

Representatives: National H-R Television, Inc., Washington attorneys Lippman, Woods, Tyler & Finney, consulting engineers Frank H. McIntosh.

Stockholders: James A. Noe, owner (100%).

Executives:
James A. Noe, *owner*
Paul H. Goldman, *vice president & general manager*
Jack Ansell Jr., *sales & promotion manager*
Harry Arthur, *assistant general manager, program & sports director*
Ray Boyd, *vice president & director of engineering*
Mac Ward, *news director*

Services: News AP, AP Fotofax. Live studios, number 2, size of largest 104′ x 54′, number live cameras 2.

Film & ID: 1 RCA type TK20C film camera; 2 RCA 16 mm type TP-16D film projectors; 1 RCA MI-26131 automatic changing 2x2 slide projector; 1 Gray telop 4x5 transparencies or opaques. All film & copy should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $480, film $400. Minute spot live $115, film $80. ID rate $40.

New Orleans: WDSU-TV

Ch. 6. Owned by WDSU Broadcasting Corp. Address: 520 Royal st. Zone 16. Phone: TU 4371. Authorized eff. rad. pow.: visual 100 kw., aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.), CBS, ABC. Began operating December 18, 1948.

Representatives: National Blair-TV, Washington attorneys Pierson, Ball & Dowd, consulting engineers Page, Creutz, Garrison & Waldschmitt.

Stockholders: Edgar B. Stern Jr., president (67%); Robert D. Swezey, executive vice president (20%); A. Louis Read, vice president (10%); Lester E. Kabacoff, secretary & treasurer (3%).

Executives:
Edgar B. Stern Jr., *president*
Robert D. Swezey, *executive vice president & general manager*
A. Louis Read, *vice president & commercial manager*
Tom Hicks, *vice president & program director*
Lindsey Riddle, *chief engineer*
Bill Monroe, *news director*
John Muller, *staging director*
Lester E. Kabacoff, *secretary & treasurer*
Mel Leavitt, *sports director*
Stanley Holiday, *operations manager*
Marion Annenberg, *promotion director*

Services: News AP, UP, UP Movietone Newsreel Service, local & still, picture coverage. Live studios, number 2 b&w, 1 color, size of largest 50′ x 55′, number live cameras 5. Remote equipment: complete mobile facilities, number remote cameras 2.

Film & ID: 1 16 mm color, 2 16 mm b&w film projectors; 2 automatic-changing b&w 2x2 slide projectors, accommodating 16 slides; 1 3¼ x 4 b&w combination slide projector & baloptican, GE Model PF3C; 1 color automatic-changing 2x2 slide projector, Du Mont Type 5426-A. Film should be sent to Operations Department. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $750 plus production charge. Minute spot live $150. ID rate $75.

New Orleans: WJMR-TV

Ch. 20. Owned by Supreme Broadcasting Company, Inc. Address: 1500 Canal st. Zone 13. Phone: EX 3131. Authorized eff. rad. pow.: visual 1,000 kw, aural 500 kw. Operating pow.: visual 1,000 kw, aural 250 kw. Networks: ABC (prim.), CBS. Am station WJMR. Began operating November 1, 1956. Interconnected.

Representatives: National Weed Television Corp., regional Clarke Brown Co., Washington attorneys Cohn & Marks, consulting engineers George A. Mayoral.

Stockholders: Chester F. Owens (82%); George A. Mayoral (15%); Flora S. Owens (1%); Robert E. Jeffers (2%).

Executives:
Chester F. Owens, *president*
George A. Mayoral, *general manager & chief engineer*
Martin McAuliffe, *commercial manager*
Tom Abbott, *program director & news director*
B. Cambre, *farm director*
Frances Berry, *women's director*
Eddie Price, *sports director*

Services: News UP, INS. Live studios, number 5, size of largest 50′ x 75′, number live cameras 3. Remote equipment: GE, number remote cameras 2.

Film & ID: 3 16 mm film projectors; all available size slide projectors. Film should be sent to Tom Laine. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $340, film $300. Minute spot live $75, film $60. ID rate $35.

Shreveport: KSLA-TV

Ch. 12. Owned by Shreveport Television Co. Address: Washington Youree Hotel. Phone: 3-6151. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.), ABC. Began operating January 1, 1954. Interconnected.

Representatives: National Paul H. Raymer Co., Inc., Washington attorneys Weaver & Glassie, consulting engineers Vandivere, Cohan & Wearn.

Stockholders: Estate of Don George (43%); Carter Henderson (7%); Henry Linam (25%); Ben Beckham Jr. (25%).

Executives:
Ben Beckham Jr., *general manager*
Winston B. Linam, *station manager*
Deane Flett, *national sales manager*
Roy George, *operations manager*
Morris Barton, *chief engineer*
Don Owen, *news director*
Carol Vinson, *promotion manager*

Services: News AP, AP Regional. Live studios, number 2, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 telejector; 1 4x5 Du Mont opaque scanner. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. (if slides are to be made). Film editing services.

Color Equipment: network.

Rates: Class A one hour live $520, film $400. Minute spot live $104, film $80. ID rate $30.

Shreveport: KTBS-TV

Ch. 3. Owned by KTBS, Inc. Address: 312 East Kings hwy. Phone: 7-3644. Authorized eff. rad. pow.: visual 100 kw, aural 69.8 kw. Operating pow.: visual 100 kw, aural 69.8 kw. Networks: NBC & ABC. Am & fm stations KTBS. Began operating September 3,

1955. Interconnected.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Spearman & Roberson, consulting engineers A. D. Ring & Associates.

Stockholders: George D. Wray Sr., chairman (33⅓%); E. Newton Wray, president (33⅓%); George D. Wray Jr., vice president (16⅔%); Charles W. Wray, secretary & treasurer (16⅔%).

Executives:
E. Newton Wray, *general manager & president*
Pat J. White, *station manager*
Marie Gifford, *commercial manager*
Vlada Dimac, *production manager*
C. H. Maddox, *chief engineer*
Nick Gearhart, *news director*
Connie Hart, *women's director*
Buss Delaney, *sports director*

Services: News UP, AP, UP Movietone Newsreel Service. Live studios, number 2, number live cameras 2. Remote equipment: Raytheon microwave equipment, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 slide projectors, 2x2 tape or metal mounted slides, safe viewing area: ¾ x 1, Duop cards; 4x5, Message area: 2⅝x3½. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, complete film lab facilities. (No 16 mm processing.)

Color Equipment: network.

Rates: Class A one hour live $400. Minute spot live $100. ID rate $50.

MAINE

Bangor: WABI-TV

Ch. 5. Owned by Community Telecasting Service. Address: 57 State st. Phone: 8255. Authorized eff. rad. pow.: visual 29.5 kw, aural 17.8 kw. Operating pow.: visual 29.5 kw, aural 17.8 kw. Networks: NBC, ABC. Am station WABI. Began operating January 25, 1953.

Representatives: National George P. Hollingbery Co., regional Kettell-Carter, Inc. (New England), Washington attorneys Loucks, Zias, Young & Jansky, consulting engineer George C. Davis.

Stockholders: Community Broadcasting Service (91%); Horace A. Hildreth, president (1%); John M. Kimball, vice president, (1%); Carleton D. Brown, vice president (1%); Arnold L. Veague, secretary (1%); James F. White, treasurer (1%); Leon P. Gorman Jr., assistant treasurer (1%); William H. Rea, director (1%); Harold P. Meyer, director (1%); Walter L. Dickson, director (1%)—shares held by officers are beneficially owned by Community Broadcasting Service. Community Broadcasting Service is 60% owned by Mr. Hildreth, 34% owned by Oliver Broadcasting Corp. (WPOR), Portland, Maine, 6% owned by Kennebec Broadcasting Company (WTVL), Waterville, Maine. Mr. Hildreth is president and owns 35.2% of WMTW Poland Spring, Maine.

Executives:
Horace A. Hildreth, *president*
Leon P. Gorman Jr., *general manager*
Walter Dickson, *operations manager*
James C. Fletcher, *network representative*
Leon H. Nelson, *program director*
Richard B. Bronson, *production director*
Wallace Edwards, *engineering supervisor*

Color Equipment: network.

Rates: Class A one hour live $250. Minute spot live $50, film $50. ID rate $25.

Bangor: W-TWO

Ch. 2. Owned by Murray Carpenter and Associates. Address: 7 Main st. Phone: 2-4822. Authorized eff. rad. pow.: visual 14 kw, aural 8 kw. Operating pow.: visual 14 kw, aural 8 kw. Networks: CBS (prim.). Began operating September 12, 1954. Interconnected.

Representatives: National Venard, Rintoul & McConnell, regional Louis J. Borgatti, (Inc.) New England, Washington attorneys Pierson, Ball & Dowd, consulting engineers Page, Creutz, Steel & Waldschmitt, Inc.

Stockholders: Directly and beneficially owned by Murray and Marie Carpenter (100%).

Executives:
Murray Carpenter, *president & general manager*
Rudy Marcoux, *commercial manager*
James A. Robinson Jr., *program & farm director*
William Clark, *chief engineer*
Mike Collins, *news director*
Jeanne DuMont, *women's director*

Services: News UP. Live studios, number 2, number live cameras 2. Remote equipment: truck, microwave link and camera chain.

Film & ID: 2 16 mm film projectors; 1 turret type slide projector, 35 mm slides and 2x2 mounts. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $250, film $250. Minute spot live $50, film $50. ID rate $25.

Poland Spring: WMTW

Ch. 8. Owned by Mt. Washington TV, Inc. Address: Riccar Inn. Phone: 51. Authorized eff. rad. pow.: visual 105 kw, aural 52.5 kw. Operating pow.: visual 105 kw, aural 52.5 kw. Networks: CBS, ABC. Began operating August 31, 1954.

Representatives: National Harrington, Righter & Parsons, Inc., regional Kettell-Carter (New England), Washington attorneys Fly, Shuebruk, Blume & Gaguine.

Stockholders: Horace Hildreth (27.7%); John Guider, president (10%); Tyrone Corp. (27.7%)—controlled by WPOR Portland, Maine, interlocking with WENS Pittsburgh and WABI-TV Bangor, Maine. Tyrone Corp. also owns WTVL Waterville, Maine (6.6%); Peter Anderson (27.7%); others (.3%). Mr. Hildreth is president & Controls

STATIONS: MAINE

WABI-TV Bangor, Maine. Mr. Guider owns radio WMOU Berlin, New Hampshire and WJWC Conway, New Hampshire.

Executives:
John Guider, *president*
John H. Norton Jr., *vice president & general manager*
John T. Madigan, *program director*
Lester J. Richards, *production manager*
Parker H. Vincent, *chief engineer*

Portland: WCSH-TV

Ch. 6. Owned by Maine Radio & Television Co. Address: 157 High st. Zone 3. Phone: SP 2-0181. Authorized eff. rad. pow.: visual 100 kw, aural 70 kw. Operating pow.: visual 100 kw, aural 70 kw. Networks: NBC (prim.). Am station WCSH (Portland), WRDO (Augusta), WLBZ (Bangor). Began operating December 1, 1953. Interconnected.

Representatives: National Weed Television Corporation, Washington attorneys Segal, Smith & Hennessey, consulting engineers A. D. Ring & Assoc.

Stockholders: Adeline B. Rines, president (99%) (in trust).

Executives:
William H. Rines, *managing director*
Jack S. Atwood, *general manager*
Bruce C. McGorrill, *commercial manager*
Burnell Poole Jr., *program director*
Charles R. Brown, *chief engineer*
Philip N. Johnson, *news director*
Linwood H. Brofee, *farm director*
Agnes F. Gibbs, *women's director*
Donald MacWilliams, *sports director*
William Kerkos, *film director*

Services: News UP, UP Radio Facsimile, UP Movietone, Maine Network News Service. Live studios, number 2, size of largest app. 30x50, number live cameras 2 RCA image Orthicon.

Film & ID: 2 RCA 16 mm TP-16F film projectors; 1 Grey Telojector slide projector; 2 Spinlars. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, Calumet Tank & Rack—16 mm only, negative only.

Color Equipment: network.

Rates: Class A one hour live $350. Minute spot live $70. ID rate $35.

Portland: WGAN-TV

Ch. 13. Owned by Guy Gannett Broadcasting Services. Address 390 Congress st. Phone: SP 2-4661. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.), ABC. Am station WGAN. Began operating May 16, 1954.

Representatives: National Avery-Knodel, Inc., regional R. C. Foster—Boston, Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: Guy Gannett Publishing Co. (99%); Guy Gannett Estate (.2%); Anne M. Gannett Estate (.2%); Creighton E. Gatchell (.2%); Roger C. Williams (.2%);

Lawrence H. Stubbs (.2%).

Executives:
Jean Gannett Williams, *president*
Creighton E. Gatchell, *vice president & general manager*
Richard E. Bates, *commercial manager*
Samuel G. Henderson, *program director*
Roger W. Hodgkins, *chief engineer*
Nunzi Casavola, *news director*
George Hunter, *farm director*
Jane Lauten, *women's director*
Linn Wells, *sports director*

Services: News AP. Live studios, number 3, size of largest 30′ x 25′, number live cameras 2. Remote equipment: RCA, number remote cameras 1 RCA.

Film & ID: 2 16 mm Eastman film projectors; 2 35 mm Selectroslide slide projectors. Film should be sent to Samuel G. Henderson. Film required 48 hours before telecast; slides 24 hrs. Film editing services, Houston-Fearless Reversal Processing.

Color Equipment: network.

Rates: Class AA one hour live $400, film $400. Minute spot live $80, film $80. ID rate $40.

Presque Isle: WAGM-TV

Ch. 8. Owned by Aroostook Bcstg. Corp. Address: 489 Main St. Authorized eff. rad. pow.: visual 50 kw, aural 25 kw. Networks: CBS. Began operating Oct. 1, 1956.

Representatives: National Venard, Rintoul & McConnell, regional Louis Borgatti, Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: H. E. Umphrey, president (47.4%); V. P. Currier, vice president (.4%); Harold D. Glidden, secretary-treasurer (49.4%); L. E. Hughes (.06%).

Executives:
Harold D. Glidden, *general manager*

Services: News UP fax. Number live cameras 2 RCA vidicon camera chains.

Film & ID: 2 16 mm film projectors; 1 35mm slide projector. Film should be sent to Ted Coffin, production manager. Film editing services.

Rates: Class A one hour $150. Minute spot $30. ID rate $16.

MARYLAND

Baltimore: WAAM

Ch. 13. Owned by WAAM, Inc. Address: Television Hill. Phone: MOhawk 4-7600. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: ABC (prim.). Began operating November 2, 1948.

Representatives: National Harrington, Righter & Parsons, Washington attorneys Fischer, Willis & Panzer, consulting engineers Kear & Kennedy.

Stockholders: Ben Cohen, president (.738%); Herman Cohen, vice president & secretary-treasurer (3.312%); Norman C. Kal, executive vice president (7%); Dr. Harry Goldmann, director (4.5%); Frederick Allman, director; 6 Cohen family trusts (44.79%); Cohen Brothers—partnership of Ben & Herman Cohen (16.38%); Henry G. Fischer (7%); estate of Herbert Levy (3.5%); Isaac and Etta C. Adelberg (3%); Joseph R. Byrnes & Mrs. Byrnes (1.75%); Rosa L. Cohen (1.26%); Zelda G. Cohen (1.26%); 14 others, each owning less than 1%. Mr. Kal is partner in Kal, Ehrlich & Merrick Advertising, Inc., Washington, D.C.

Executives:
Ben Cohen, *president*
Norman C. Kal, *executive vice president*
Ken Carter, *general manager*
Pel Schmidt, *local sales manager*
Herbert B. Cahan, *program manager & film buyer*
James Kilian, *assistant program manager & public service director*
Herbert Steinberg, *program operations supervisor*
Tommy Dukehart, *sports & publicity director*
Ted Jaffee, *news director*
Betty Konigsberg, *traffic manager*
Benjamin Wolfe, *director of engineering*
Glenn H. Lahman, *chief engineer*

Color Equipment: network.

Rates: Class A one hour film $1,100. Minute spot film $200. ID rate $100.

Baltimore: WBAL-TV

Ch. 11. Owned by The Hearst Corporation. Address: 2610 North Charles st. Zone 18. Phone: HOpkins 7-3000. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC (prim.). Am station WBAL. Began operating Marcr 11, 1948. Interconnected.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Dempsey & Koplovitz, consulting engineer A. Earl Cullum.

Stockholders: The Hearst Corporation (100%).

Executives:
Charles B. McCabe, *vice president & executive director*
D. L. Provost, *vice president & general manager*
Leslie H. Peard Jr., *vice president & station manager*
John T. Wilner, *vice president—engineering*
Freeman W. Cardall, *business manager*
Willis K. Freiert, *sales manager*
J. Sydney King, *program manager*
William C. Bareham, *chief engineer*
Galen Fromme, *news director*
Wall Matthews, *publicity director*
Conway Robinson, *farm director*
Mollie Martin, *women's director*
Joseph M. Croghan, *sports director*
Arnold Wilkes, *director of public affairs & education*
Soterios Pappas, *program supervisor*
Jean Conwell, *film director*

Services: News INS, AP, UP, Telenews, Facsimile, INP Photos. Live studios, number 2, size of largest 35′ x 80′, number live cameras 7, 2 color cameras. Remote equipment: complete 5-camera setup.

Film & ID: 3 16 mm for b&w, 1 16 mm color film projectors; 4 2x2, 2 2x2 color slide projectors. Film should be sent to Attention: Film Editor. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Bridgematic — reversal.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $1,250, film $1,250. Minute spot live $275, film $275. ID rate $137.50.

Baltimore: WMAR-TV

Ch. 2. Owned by The A. S. Abell Co. Address: Charles & Redwood sts. Zone 3. Phone: MU 5-5670. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Began operating October 27, 1947.

Representatives: National The Katz Agency, Inc., Washington attorneys Hogan & Hartson.

Stockholders: The A. S. Abell Co.

Executives:
William F. Schmick Sr., *president*
E. K. Jett, *vice president & director of television*
Earnest A. Lang, *commercial manager*
Robert B. Cochrane, *program director*
Carlton G. Nopper, *chief engineer*
David V. R. Stickle, *film director & news director*
Paul Menton, *sports advisor*
Alexander Deitrich, *promotion coordinator*
Thomas Severin, *program manager*
Edwin B. Mick, *production manager*

Services: News AP, CBS Newsfilm. Live studios, number 2, size of largest 38′ x 58′, number live cameras 3 studio. Remote equipment: 2 fully equipped mobile units, number remote cameras 5.

Film & ID: 3 16 mm RCA, 1 3V Vidicon 16 mm film projectors; 2 6x8 opaque (safe area: 3½x4¾, screen size: 4½x6), 1 2x2 transparent slide projectors; 1 Balop. Film should be sent to David V. R. Stickle. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, 2 16 mm Houston processors.

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,250, film $1,250. Minute spot live $275, film $275. ID rate $137.50.

Salisbury: WBOC-TV

Ch. 16. Owned by The Peninsula Broadcasting Co. Address: Radio Television Park. Phone: 6131. Authorized eff. rad. pow.: visual 151 kw, aural 83.2 kw. Operating pow.: visual 15.1 kw, aural 8.6 kw. Networks: ABC, CBS. Am station WBOC. Began operating July 15, 1954.

Representatives: National Headley-Reed Co., Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. D. Ring & Assoc.

Stockholders: John W. Downing, president (16%); W. Lee Allen, vice president (9%); Charles J. Truitt, vice president (3%); I. L. Benjamin, treasurer (11%); T. Edward Webb, assistant treasurer (3%); Clinton E. Quillin (3%); J. Jerome Frampton (3%); Virginia Phillips Ward (5.9%); and others.

Executives:
John W. Downing, *president*
Charles J. Truitt, *general manager & commercial manager*
John W. Downing Jr., *program director*
Jack W. Ward, *chief engineer*

Services: News AP. Studios, number 1, size of largest 39′ x 58′, number live cameras 2 RCA camera chains.

Film & ID: 2 RCA film cameras; 2 RCA film projectors; 1 RCA slide projector; 1 Gray Telop opaque projector; (4x5 Telop, 2x2 slide—full and share screen); 1 TSC rear screen projector.

Rates: Class A one hour live $200, film $200. Minute spot live $37.50, film $37.50. ID rate $20.

MASSACHUSETTS

Pittsfield: WMGT

Ch. 19. Owned by Greylock Broadcasting Company. Address: 8 Bank row. Phone: 2155. Authorized eff. rad. pow.: visual 200 kw, aural 100 kw. Operating pow.: visual 200 kw, aural 100 kw. Networks: ABC. AM station WBRK. Began operating February 22, 1954. Interconnected (limited).

Representatives: National The Walker Representation Company, McKenna & Wilkinson Washington attorneys, James McNary consulting engineers.

Stockholders: Leon Podolsky, president, (36.06%); Gardiner S. Morse, vice president, (11.56%); C. R. Burns, treasurer; Gordon W. Phelps, clerk, (1.01%); Lawrence R. Connor, (11.56%); Robert W. McCracken, (11.56%); Winnie Davis L. Crane, (10%); Zenas Crane Colt (5.05%); 8 others, none owns over 2.52%.

Executives:
Leon Podolsky, *president*
William P. Geary, *general manager*
John E. Joyce, *operations manager*
Leonard Lavendol, *chief engineer*

Services: News UP. Live studios, number 1, size of largest 25′x32′, number live cameras 1.

Film & ID: 2 TP16F film projectors; 1 Gray Dual (2x2) TP3A slide projector. Film should be sent to Richard Bolender. Film required 4 days before telecast; slides

THEY LIKE TELEVISION
IN CENTRAL DEL-MAR-VA
1955 Retail Sales
$400,000,000

THEY LIKE ONE STATION

WBOC-TV
CHANNEL 16
Salisbury, Md

* SIX TIMES during the week "Sets-In-Use" exceed 90 per cent.
* SEVENTEEN TIMES during the week "Sets-In-Use" exceed 85 per cent.
* After 6:00 P.M., SEVENTY PER CENT of the TV homes are tuned most of the time to . . .

WBOC-TV
CHANNEL 16
Salisbury, Md

ABC and CBS NETWORKS

Daily live studio programs designed especially for audiences in this area.

This near-saturation audience in a one-station $400 million market is yours at rates as low as $2.45 per thousand TV homes (half-hour in peak audience periods).

Consult:

HEADLEY-REED COMPANY
National Representatives

OR CONTACT:

WBOC-TV
Radio-Tv Park, Salisbury, Md.

Affiliated with Radio Station WBOC
Now 5,000 Watts, 960 KC

4 days, artwork 4 days. Film editing services.

Rates: Class A one hour live $250, film $250. Minute spot live $40, film $40. ID rate $20.

Boston: WBZ-TV

Ch. 4. Owned by Westinghouse Broadcasting Company, Inc. Address: 1170 Soldiers Field rd. Zone 34. Phone: ALgonquin 4-5670. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 95 kw, aural 50 kw. Networks: NBC (prim.), ABC. Am stations WBZ Boston, WBZA Springfield. Began operating June 9, 1948. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., New York attorney, John W. Steen, consulting engineers Ralph Harmon.

Stockholders: Westinghouse Electric Corporation (100%).

Executives:
Donald H. McGannon, *president*
W. C. Swartley, *vice president*
F. A. Tooke, *general manager*
Herbert B. Cahan, *program manager*
C. Herbert Massé, *sales manager*
W. H. Hauser, *assistant manager & chief engineer*
Francis Whitmarsh, *news director*
Malcolm McCormack, *farm director*
James E. Allen, *advertising & sales promotion manager*
Robert G. Duffield, *film buyer & traffic manager*

Services: News, UP Movietone News, UP Facsimile, CBS News, AP News Wire Service. Live studios, number 3, size of largest 40'x45'x23', number live cameras 8. Remote equipment: 1 RCA mobile unit, number remote cameras 3.

Film & ID: 2 RCA 16 mm, 2 strip film projectors; 2 2x2 slide projectors; standard 2x2 slides. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $2,250 plus program & production costs, film $2,250. Minute spot live Class A on request, film $400. Class AA ID rate $225 (8 or 10 secs).

Boston: WNAC-TV

Ch. 7. Owned by RKO Teleradio Pictures, Inc. Address: 21 Brookline ave. Zone 15. Phone: CO 6-0800. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.), ABC. Am station WNAC. Began operating June 21, 1948. Interconnected.

Representatives: National H-R Representatives, Inc., Washington attorneys Pierson, Ball & Dowd.

Stockholders: RKO Teleradio Pictures, Inc. (100%).

Executives:
Tom O'Neil, *president*
Norman Knight, *executive vice president & general manager*
George Steffy, *vice president*
Tom Bateson, *director of sales service & national sales manager*
Phyllis Doherty, *publicity director*
George Hallberg, *sales promotion director*
Harry Whittemore, *technical director*

Services: News, UP Movietone, Telenews. Live studios, number 2, size of largest 25' x 35', number live cameras 3. Remote equipment: 1 mobile unit, number remote cameras 3.

Film & ID: 2 35 mm, 2 16 mm film projectors; 3¼x4 Balop projector, working area 1⅞x2⅜; 35 mm slide projectors, (by special arrangement only), 2x2 tape or metal mounted (tape preferred), safe viewing area, standard 35 mm dimensions. Film should be sent to James Pike. Film required 72 hrs. before telecast; slides 72 hrs., artwork 6 days. Complete film editing services; film processing facilities (information on request).

Color Equipment: network.
Rates: Class AA one hour live $2,600, film $2,600. Minute spot live $550, film $550. ID rate $490 (20 sec), $245 (10 sec ID).

MORNING NOON NIGHT

WWLP - Channel 22
Springfield, Mass.
is the
FIRST STATION
IN THE RICH CONNECTICUT VALLEY MARKET

NBC

CO-BASIC

abc television network

Representatives: National: George P. Hollingbery Co. (N.Y.-Chi.) Regional: Kettel-Carter (Boston)
Tel.: Springfield STate 8-4521—TWX: SM462

BOSTON: WMUR-TV (See Manchester, N. H.)

Springfield: WHYN-TV

Ch. 55. Owned by The Hampden-Hampshire Corp. Address: 1300 Liberty st. Phone: RE 4-1126. Authorized eff. rad. pow.: visual 182 kw, aural 91 kw. Operating pow.: visual 182 kw, aural 91 kw. Networks: CBS (prim.). Am station WHYN. Began operating March 8, 1953. Interconnected.

Representatives: National The Branham Co., regional The Weed Co. (New England), Bingham, Collins, Porter & Kistler Washington attorneys, Kear & Kennedy consulting engineers.

Stockholders: Republican Television, Inc. (50%); William Dwight, president (6.54%), Charles DeRose, vice president (8.375%); Arthur Ryan, assistant treasurer (.084%); Harriet W. & Charles N. DeRose jointly (8.29%); Valley Photo Engraving (16.67%); Minnie Dwight (10.04%).

Executives:
Charles N. DeRose, *general manager*
Patrick J. Montague, *commercial manager*
Kendall Smith, *program director*
Harold Schumacher, *chief engineer*
Bill Keating, *sports director*

Services: News UP. Live studios, number 2, size of largest 30'x40', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 GE Balop slide projector 3¼x4 glass transparencies or opaque, scanned area: 2¼x3, safety area: 1⅞x2⅜. Film should be sent to Kendall Smith. Film required 72 hrs. before telecast; slides 48 hrs., artwork 1 week. Film editing services, negative newsfilm processed daily, Du Pont 930A.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $340, film $300. Minute spot live $83, film $75. ID rate $30.

Springfield: WWLP

Ch. 22. Owned by Springfield Television Broadcasting Corp. Address: P.O. Box 2210. Zone 1. Phone: ST 8-0971 & ST 8-4521. Authorized eff. rad. pow.: visual 206 kw, aural 103 kw. Operating pow.: visual 206 kw, aural 103 kw. Networks: NBC (prim.), ABC. Am station WSPR. Began operating March 17, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., regional Kettell-Carter (Boston), Washington attorneys McKenna & Wilkinson.

Stockholders: Roger L. Putnam, president (21%); William L. Putnam, treasurer (6.1%); Raymond T. King, clerk (.3%); George R. Townsend, vice president & chief engineer (1.1%); the following directors: Charles L. Furcolo; Joseph J. Delizo (4.1%); George Vadnais (19.2%); John Oakley (1.8%); James Y. Scott (4.5%); WSPR, Inc. (12.1%); James Fitzgerald (7.5%); Conrad Fafard (7.5%); and 42 others.

Executives:
Roger L. Putnam, *president*
William L. Putnam, *general manager & treasurer*
Howard S. Keefe, *station manager*
James H. Ferguson, *sales manager*
Wallace I. Green, *program director*
George R. Townsend, *vice president*
Frederick Oginz, *news director*
Robert L. Holmes, *assistant program director*
Kathryn Broman, *women's director*
Edward Kennedy, *sports director*
Wallace Sawyer, *film director*
Roland L. Filiault, *financial executive*
Wayne H. Latham, *production director*
Donald C. Shaw, *chief engineer*

Services: News AP radio wire, UP Fax & film. Live studios, number 1, size of largest 36'x38', number live cameras 2. Remote equipment: 2 camera GE with microwave.

Film & ID: 2 16 mm syncrolite GE film projectors; 1 GE Telop 3¼x4, copy area 2¼x3; 2 2x2 selectroslide slide projectors, copy area: ⅞x1⅜. Film should be sent to Wallace Sawyer; commercials: Betty Phelan. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; reversible.

Color Equipment: network, slides.

Rates: Class A one hour live $400, film $400. Minute spot live $70 plus costs, film $70. ID rate $35.

MICHIGAN

Ann Arbor: WPAG-TV

Ch. 20. Owned by Washtenaw Broadcasting Co., Inc. Address: Hutzel bldg. Phone: NOrmandy. 2-5517. Authorized eff. rad. pow.: visual 18.5 kw, aural 9.5 kw. Operating pow.: visual 18.5 kw, aural 9.5 kw. Am station WPAG. Began operating April 1953. Interconnected.

Representatives: National Everett-McKinney, Inc., Washington attorneys Prince, Taylor & Crampton, consulting engineers Commercial Radio Equipment Co..

Stockholders: Arthur E. Greene, president & secretary (50%); Edward F. Baughn, vice president & treasurer (50%); John W. Conlin, director.

Executives:
Arthur E. Greene, *president*
Edward F. Baughn, *executive vice president & general manager*
Kenneth MacDonald, *commercial manager*
David Pringle, *program director & news director*
Donald Bowdish, *chief engineer*
Howard Heath, *farm director*
Robert Ufer, *sports director*

Services: News AP. Live studios, number 1, number of cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to David Pringle. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $30. ID rate $15.

Bay City: WNEM-TV

Ch. 5. Owned by North Eastern Michigan Corp. Address: 814 Adams st. Phone: TWinbrook 3-4504. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC, ABC. Began operating February 16, 1954. Interconnected.

Representatives: National Edward Petry & Co., regional Michigan Spot Sales, Washington attorneys Arnold, Fortas & Porter, consulting engineers A. Earl Cullum.

Stockholders: James Gerity Jr. (100%).

Executives:
James Gerity Jr., *president*
O. W. Myers, *vice president & general manager*
D. Scott Hager, *treasurer & assistant manager*
John Keenan, *general sales manager*
Charles Carey, *program director*
Robert Beurket, *chief engineer*
Frank Benesh, *news director*
Lee Murray, *women's director*
Virgil O'Dell, *sports director*
Robert Lumpp, *promotion-publicity director*

Services: News AP, AP Fax. Live studios, number 1, size of largest 22' x 45', number live cameras 2.

Film & ID: 2 16 mm film projectors; Gray Dual Disk 2x2 slide projector. Film should be sent to Tom Matthews. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Hills Processing machine 16 HT Filmatic reversal, handles Du Pont 16 mm reversal 930A and 931A.

Color Equipment: network, film, slides.

Rates: Class A one hour live $575, film $575. Minute spot live $115, film $115. ID rate $57.50.

Bay City: WKNX-TV (See Saginaw, Mich.)

Cadillac: WWTV

Ch. 13. Owned by Sparton Broadcasting Co. Address: 214 N. Mitchell st. Phone: Prospect 5-3478. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.), ABC. Began operating January 1, 1954. Interconnected.

Representatives: National Weed Television Corp., Washington attorney Robert F. Jones.

Stockholders: Wholly owned subsidiary of the Sparks-Withington Co., Jackson, Mich. WWTV officers: John J. Smith, president (also president of Sparks-Withington Co.); Harold M. Johnston, secretary-treasurer; Harold P. Katherman, assistant secretary-treasurer.

Executives:
John J. Smith, *president*
Gene Ellerman, *general manager & sales manager*
Daryl Sebastian, *assistant general manager*
George Wilson, *chief engineer*
Nancy Riess, *women's director*
Mitch Gordon, *program supervisor*
Ron Bishop, *promotion and merchandising manager*

Services: News AP. Live studios, number

2, size of largest 24′ x 25′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 Turret slide projector, 2x2 slides, standard area; 1 Balopticon, 4¼x4 card size, main picture area: 2³⁄₁₆x1⅞. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services, custom processing unit, b&w film only.

Rates: Class A one hour live $400, film $300. Minute spot live $68, film $60. ID rate $30.

Detroit: CKLW-TV

Ch. 9. Owned by W. Ontario Broadcasting Company, Ltd. Address: 825 Riverside dr. W. Phone: WOdward 1-7200. Authorized eff. rad. pow.: visual 325 kw, aural 180 kw. Operating pow.: visual 325 kw, aural 180 kw. Networks: CBS (prim.). Am & fm stations CKLW. Began operating August 30, 1954.

Representatives: National Young Television Corp., regional All-Canada Television, Toronto attorney Samuel Rogers Q.C.

Stockholders: CKLW-TV officers: J. E. Campeau, president; W. H. Gatfield, treasurer. RKO Distributing Corp. of Canada (RKO Teleradio Pictures, Inc.) owns ⅓ of stock.

Executives:
J. E. Campeau, *president & general manager*
C. E. Gunn, *sales manager*
S. Campbell Ritchie, *operations director*
Norman Hawkins, *national sales manager*
Arthur MacColl, *film director*
Arthur Gloster, *publicity & public relations director*
Bruce Chick, *traffic director*
W. J. Carter, *engineering*

Rates: Class A one hour live $1,100, film $1,100. Minute spot live $220, film $220. ID rate $90.

Detroit: WJBK-TV

Ch. 2. Owned by Storer Broadcasting Company. Address: 7441 Second blvd. Zone 2. Phone: TRinity 3-7400. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Am station WJBK. Began operating October 24, 1948. Interconnected.

Representatives: National The Katz Agency, Inc., consulting engineer A. Earl Cullum Jr.

Stockholders: Storer Broadcasting Company (100%).

Executives:
George B. Storer, *president*
Bill Michaels, *vice president & managing director*
Keith T. McKenney, *local sales manager*
Ralph R. Rust, *program-operations manager*
Paul O. Frincke, *chief engineer*
Charles W. Bergeson, *news director*
Bill Smith, *promotion-merchandising manager*
George Cushing, *community projects director*
M. E. McMurray, *national sales manager, New York City*

Services: News AP, INS, CBS Film, local film. Live studios, number 2, size of largest 76′ x 50′, number live cameras 3. Remote equipment: 1 mobile unit, number remote cameras 4.

Film & ID: 2 16 mm film projectors; 2x2 slide projectors. Film should be sent to Att. Service Co-Ordinator. Film required 48 hrs. before telecast; slides 48 hrs., artwork 96 hrs. Film editing services.

Color Equipment: network. Live film & slides planned.

Rates: Class A one hour live $2,200 plus production & talent, film $2,200. Minute spot live $550 plus production, film $550. ID rate $220.

Detroit: WWJ-TV

Ch. 4. Owned by Evening News Association. Address: 622 W. Lafayette. Zone 31. Phone: WOodward 2-2000. Operating pow.: visual 100 kw, aural 50.1 kw. Networks: NBC (prim.). Am station WWJ. Began operating March 4, 1947. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Pier-

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7. **Home Building and Real Estate**
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9. **Nurseries, Seed and Feed**
10. **Hardware and Building Supplies**
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Television Age

444 MADISON AVE., NEW YORK 22, N. Y.

only **$2.00** per copy

son, Ball & Dowd, consulting engineers Page, Creutz, Garrison & Waldschmitt.

Stockholders: The Evening News Association (100%).

Executives:
Warren S. Booth, *president, The Detroit News*
Edwin K. Wheeler, *general manager*
Don DeGroot, *assistant general manager*
Henry C. Rogers, *business manager*
James Schiavone, *operations manager*
Ian K. Harrower, *program & production manager*
Edgar J. Love, *general engineering manager*
Ray C. Colie, *national sales manager*
Douglas L. Sinn, *local sales manager*
Glenn Kyker, *sales promotion manager*
James Clark, *news editor*
John Merrifield, *farm editor*

Services: News AP, UP, Photofax, Western Union Sports Service, US Weather Bureau Wire Service. Live studios, number 3, size of largest (studio A) 4640 sq. ft. with 25' diam. turntable, number live cameras 12. Remote equipment: custom truck—self contained unit, number remote cameras 5.

Film & ID: 4 (2 color) 16 mm film projectors; 3 slide projectors, 2x2 slides, copy area: ⅝x1. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour live $2,400, film $2,400. Minute spot live $600, film $600. ID rate $300.

Detroit: WXYZ-TV

Ch. 7. Owned by WXYZ, Inc. Address: 1700 Mutual bldg. Zone 26. Phone: WOodward 3-8321. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: ABC (prim.). Am station WXYZ. Began operating October 9, 1948. Interconnected.

Representatives: National Blair-TV, Inc., Washington attorneys McKenna & Wilkinson, consulting engineers Kear & Kennedy.

Stockholders: Owned by American Broadcasting-Paramount Theatres, Inc. (100%).

Executives:
James G. Riddell, *president & general manager*
John F. Pival, *vice president charge of television & film buyer*
Harold S. Christian, *vice president charge of merchandising & research*
Ralph Dawson, *sales director*
John Lee, *studio manager*
Peter Strand, *executive producer*
Charles Kocher, *chief engineer*
Page Heldenbrand, *promotion manager*
Dick Femmel, *news editor*

Services: News AP, INS. Live studios, number 4, side of largest 41' x 50', number live cameras 11 RCA camera chains. Remote equipment: 1 mobile unit, number remote cameras 3 RCA.

Film & ID: 4 RCA film cameras; 4 RCA film projectors; 2 Eastman, 2 SVE slide projectors; 1 Bodde rear screen projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing serv-

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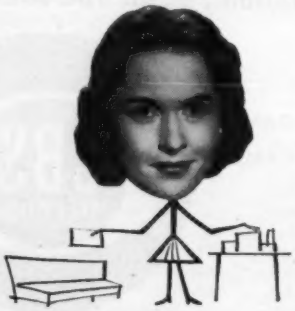
1:00 P.M.

"MYSTERY MATINEE." Immediately following NBC's "It Could Be You," this audience winner features the cream of spine-tinglers: "The Files of Jeffrey Jones," "The Whistler," "Fabian of Scotland Yard."

1:30 P.M.

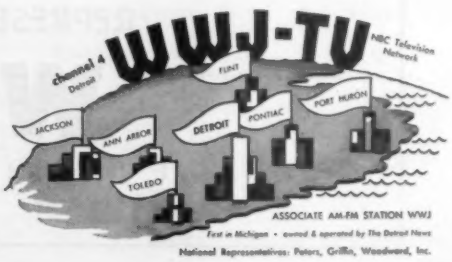
"HOLLYWOOD STORY." Personable, popular Todd Purse sets the stage for romance, drama, and comedy from top syndicated series. The ever-lovable "Beulah" will be added in the near future.



2:00 P.M.

"MEET BLENDA." The woman-talk of the town, this WWJ-TV exclusive originates in a complete modern home at "Northland"—America's largest shopping center. It's the perfect show-case for foods, drugs, household goods and appliances. Glamorous Blenda Isbey is the sales-wise hostess.

Get further details.
Get availabilities.
Then buy participations in 1, 2, or better yet, all 3 of these big time, daytime features.



ices; 1 film processing unit.

Color Equipment: network.

Rates: Class AA one hour live $1,800, film $1,800. Minute spot live $450, film $450. ID rate $180.

Grand Rapids: WOOD-TV

Ch. 8. Owned by Grandwood Broadcasting Co. Address: 120 College ave., S.E. Zone 3. Phone: GLendale 9-4125. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC (prim.), ABC. Am station WOOD. Began operating August 15, 1949. Interconnected.

Representatives: National Katz Agency, Inc., Washington attorneys Dempsey & Koplovitz, consulting engineers Kear & Kennedy.

Stockholders: Consolidated Radio and Television Broadcasters (95%); Willard Schroeder (5%).

Executives:
Harry M. Bitner Jr., *president*
Willard Schroeder, *general manager*
Arthur M. Swift, *general sales manager*
Franklin G. Sisson, *news director & program director*
Charles Robinson, *chief engineer*
Carol Duvall, *women's director*
Michael O. Lareau, *radio sales manager*
Clark Grant, *promotion director*

Services: News AP, Unifax. Live studios, number 2, size of largest 60′ x 40′, number live cameras 5.

Film & ID: 3 16 mm film projectors; 2 automatic Gray telejectors for 2x2 double 35 mm slide mounted, safety field: ¾x1; Gray telop for 4x5 opaques, safety field: 2½x3¼ centered. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; complete processing facilities for all 16 mm film.

Color Equipment: network.

Rates: Class A one hour live $1,175, film $1,050. Minute spot live $200 plus talent, film $200. ID rate $100.

Kalamazoo: WKZO-TV

Ch. 3. Owned by Fetzer Broadcasting Company. Address: 124 W. Michigan ave. Phone: FI 5-2101. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.), ABC. Am station WKZO. Began operating June 1, 1950. Interconnected.

Representatives: National Avery-Knodel, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Paul Godley Co.

Stockholders: John E. Fetzer, president & treasurer (52%); Rhea Y. Fetzer, vice president (48%).

Executives:
John E. Fetzer, *president*
Carl E. Lee, *vice president & managing director*
Donald DeSmit, *sales manager*
Charles T. Lynch, *program director*
Arthur E. Covell, *chief engineer*
Len Colby, *news director & sports director*
Carl Collin, *farm director*
Louise Carver, *women's director*

Services: News AP. Live studios, number 1, number live cameras 2.

Film & ID: 2 16 mm RCA film projectors; 2 telejectors, 2x2 outside dimension, scanned area appr. ⅞x1¼, pertinent subject material ¾x1 area and background just slightly beyond the scanned area. Film should be sent to Operations Desk—Donald DeSmit. Film required 48 hrs. before telecast. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live on request, film $1,100. Minute spot live on request, film $220. ID rate $110.

Lansing: WJIM-TV

Ch. 6. Owned by Gross Telecasting, Inc. Address: 2820 E. Saginaw st. Zone 4. Phone: IVanhoe 2-1333. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: ABC, CBS, NBC. Am station WJIM. Began operating May 1, 1950.

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REPRESENTED BY: GILL-PERNA, INC.

WKNX-TV

LAKE HURON BROADCASTING CORPORATION
SAGINAW MICHIGAN

Representatives: National Edward Petry & Co., Inc., Washington attorneys Fly, Shuebruk, Blume & Gaguine.

Stockholders: Harold F. Gross, president & treasurer (38.85%); Charlotte Gross, secretary (10.6%); Howard Finch, vice president (1.2%); Harold F. & Charlotte I. Gross are trustees of voting trust which controls 51.15% of stock.

Executives:
Harold F. Gross, *president*
Howard K. Finch, *vice president, program & production*
Phil Sherck, *film director*
Carl Musson, *technical operations director*

Color Equipment: network.

Rates: Class A one hour live $800, film $800. Minute spot live $150, film $150. ID rate $75.

Lansing: WTOM-TV

Ch. 54. Owned by Inland Broadcasting Co. Address: 407 N. Washington ave. Zone 30. Phone: IVanhoe 7-5055. Authorized eff. rad. pow.: visual 20 kw, aural 10 kw. Operating pow.: visual 20 kw, aural 10 kw. Networks: ABC (prim.). Began operating August 13, 1953.

Representatives: National Joseph Hershey McGillvra, Inc.

Stockholders: Leased for two years at $5,000 per month to Inland TV Company by Lansing Broadcasting Company (Pomeroy family). Inland TV Company officers: Thomas B. Shull, president & general manager; Herbert H. Upton, vice president (38.46%); J. A. Straus, treasurer (38.46%); Jas. C. Hendley, secretary (23.08%).

Executives:
L. G. Christian, *president & general manager*
Leonard P. Frankel, *commercial director*
Ed Carson, *program director*
Nancy Anderson, *film director*

Rates: Class A one hour live on request, film $150. Minute spot film $30. ID rate $7.50.

Marquette: WDMJ-TV

Ch. 6. Owned by Lake Superior Broadcasting Co. Address: 247 Washington st. Phone: CAnal 6-2544. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Operating pow.: visual 100 kw, aural 60.3 kw. Networks: CBS (prim.). Am station WDMJ. Began operating March 20, 1956.

Representatives: National Weed Television Corp., Washington attorneys Hogan & Hartson, consulting engineer George C. Davis.

Stockholders: Subsidiary of *Marquette Mining Journal* (Frank J. Russell publisher); Mr. Russell controls WMIQ Iron Mountain, Michigan, publishes *Iron Mountain News.*

Executives:
Frank J. Russell Jr., *president*
W. H. Treloar, *vice president, station & general manager*
Robert J. Luke, *sales manager*
Wallace C. Johnson, *comptroller*
Ted Hansen, *office manager & continuity director*
John Holmes, *program director*
Walter Reese, *production director*
Paul Anick, *chief engineer*

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $30. ID rate $15.

Saginaw: WKNX-TV

Ch. 57. Owned by Lake Huron Broadcasting Corporation. Address: 221 South Washington ave. Phone: PLeasant 3-4471. Authorized eff. rad. pow.: visual 207 kw, aural 103 kw. Operating pow.: visual 207 kw, aural 103 kw. Networks: CBS (prim.), ABC. Am station WKNX. Began operating April 5, 1953. Interconnected.

Representatives: National Gill-Perna, Inc., Washington attorneys McKenna & Wilkinson, consulting engineers Jansky & Bailey.

Stockholders: William J. Edwards (33⅓%); Alvin M. Bentley (33⅓%), Member of Congress; Howard H. Wolfe (33⅓%).

Executives:
William J. Edwards, *president & general manager*
Howard H. Wolfe, *station manager*
Robert M. Chandler, *commercial manager*
Robert A. Oliver, *program director*
Max W. Thomas, *chief engineer*
Boyd Harvey, *news director*
Sallie Hinds, *women's director*
Dick Davis, *sports director*
Don Potter, *director of special events*

Services: News UP, INS. Live studios, number 2, size of largest 35′ x 22′ x 15′, number live cameras 2. Remote equipment: available.

Film & ID: 2 RCA 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; negative & positive film processed.

Color Equipment: network.

Rates: Class A one hour live $375 plus live camera costs. Minute spot live $75 plus live camera costs. ID rate $37.50 plus live camera costs.

Traverse City: WPBN-TV

Ch. 7. Owned by Midwestern Broadcasting Company. Address: Paul Bunyan bldg. Phone: 2700. Authorized eff. rad. pow.: visual 53.7 kw, aural 32.4 kw. Operating pow.: visual 53.7 kw, aural 32.4 kw. Networks: NBC (prim.). Am station WTCM Traverse City, WATT Cadillac, WATZ Alpena, WMBN Petoskey, WATC Gaylord. Began operating September 1954. Interconnected.

Representatives: National Hal Holman Co., Washington attorneys Dow, Lohnes & Albertson, consulting engineer George C. Davis.

Stockholders: Les Biederman (30%); Edward Biederman (22.5%); Drew McClay (15%); William Kiker (16.25%); Fred Zierle (16.25%).

Executives:
Les Biederman, *president & general manager*

John Anderson, *station manager & program director*
Robert Detwiler, *commercial manager*
William Kiker, *chief engineer*
Robert Durrett, *news director*
Dick Richter, *sports director*
Paul Sherman, *art & promotion director*
Peter Lyman, *special events director*

Services: News AP. Live studios, number 1, size of largest 30′ x 40′, number live cameras 2 RCA Image Orthicon.

Film & ID: 2 16 mm film projectors; 2x2 slides slide projectors. Film should be sent to John Anderson. Film required 48 hrs. before telecast; slides 36 hrs., artwork 72 hrs. Film editing services; any 16 mm film handled.

Rates: Class A one hour live $144 plus camera charge, film $144. Minute spot live $26.50, film $26.50. ID rate $14.50.

MINNESOTA

Austin: KMMT

Ch. 6. Owned by Minnesota-Iowa Television Co. Address: Highway 105 S. Phone: HEmlock 3-8836. Authorized eff. rad. pow.: visual 14.8 kw, aural 7.41 kw. Operating pow.: visual 14.8 kw, aural 7.41 kw. Networks: ABC (prim.). Am station KAUS. Began operating July 27, 1953.

Representatives: National Avery-Knodel, Inc., Washington attorneys Roberts & McInnis, consulting engineers Frank McIntosh & Assoc.

Stockholders: Chester A. Weseman, president (20%); Albert W. Smith, vice president (20%); George Wilson estate (20%); Harold O. Westby, vice president (20%); Martin Bustad, secretary (20%). KWWL-TV Waterloo, Iowa holds option to purchase KMMT and KAUS.

Executives:
Chester A. Weseman, *president*
Gene P. Loffler, *general manager*
Don Jones, *sales manager*
Leo Chenier, *technical director*

Rates: Class A one hour live $200, film $200. Minute spot live $30, film $30. ID rate $18.

Duluth: KDAL-TV (Superior, Wis.)

Ch. 3. Owned by Red River Broadcasting Company, Inc. Address: 218 Bradley bldg. Zone 3. Phone: RA 2-4466. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.), ABC. Am station KDAL. Began operating March 14, 1954. Interconnected.

Representatives: National Avery-Knodel, Inc., regional Harry Hyett (Minneapolis), Washington attorneys Segal, Smith & Hennessey, consulting engineer Robert Silliman.

Stockholders: Dalton Le Masurier, president-treasurer (70%); Robert A. Dettman, vice-president (10%); Odin S. Ramsland, vice-president (10%); Charles Le Masurier (10%).

Executives:
Dalton Le Masurier, *president & general*

manager
Odin S. Ramsland, *vice president & commercial manager*
Earl Henton, *program director*
Robert Dettman, *vice president & chief engineer*
William Krueger-Richard Anthony, *news directors*
Mark Thompson, *farm director*
Marian Key, *women's director*
Donald Dahl, *sports director*

Services: AP, AP Facsimile (Wirephoto). Live studios, number 1, size of largest 40′ x 40′, number live cameras 3.

Film & ID: 2 16 mm film projectors; 2x2 tape or metal bound (transmitted area 27/32 x 1⅛) slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs.; artwork 72 hrs. Film editing services, laboratory for DuPont 930 x 931 and Eastman Tri-X films.

Rates: Class A one hour live $400 plus 30% (Max. $25), film $400. Minute spot live $90, film $80. ID rate ½ film.

Duluth: WDSM-TV

Ch. 6. Owned by Northwest Publications, Inc. Address: 230 East Superior st. Zone 2. Phone: RAndolph 7-6875. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station WDSM. Began operating February 23, 1954.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Fly, Shuebruk, Blume & Gaguine, consulting engineer John Sherman.

Stockholders: Northwest Publications, Inc. (owned by Ridder Publications) (100%). Northwest Publications publishes Duluth Herald-News Tribune. Ridder also controls WCCO-TV Minneapolis-St. Paul.

Executives:
Robert Ridder, *president*
C. D. (Duke) Tully, *general manager*
Tom Gavin, *general sales manager*
Martin Olson, *commercial manager*
Edwin M. Conrad, *production manager*
Lew Martin, *program director*
Bob Ball, *news director*
Jim Payton, *sports director*
George Carlson, *chief engineer*
Paul Andresen, *promotion director*

Color Equipment: network.

Rates: Class AA one hour live $400, film $400. Minute spot live $80, film $80. ID rate $40.

Minneapolis-St. Paul: KMGM-TV

Ch. 9. Owned by United Television, Inc. Address: Foshay Tower. Phone: FEderal 9-8811. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 45.3 kw, aural 22.6 kw. Began operating January 9, 1955. Non-interconnected.

Representatives: National The Branham Co., Washington attorneys McKenna & Wilkinson, consulting engineers Frank H. McIntosh & Assoc.

Stockholders: Thomas P. Johnson (33%); Seymour Weintraub (24%); Wm. Adler (12%); Donald C. Lott (12%); Oliver Tyrone Corp. (6%); Lewis S. Greenberg (9.4%); Monroe H. Long (2.35%); Henry O. Rea (2.35%).

Executives:
Thomas P. Johnson, *chairman of the board*
Seymour Weintraub, *president*
Larry Israel, *vice president*
Donald P. Menard, *resident manager*
Lew Dickey, *sales manager*
Dave Murray, *program director*
Gordon Benson, *acting chief engineer*
Richard J. Quaas, *promotion director*
George Eby, *secretary-treasurer*

Services: Live studios, number 1, size of largest 60′ x 40′, number live cameras 2. Remote equipment: truck with complete remote equipment, including microwave, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2x2 35 mm slide projectors, 5x7 rear screen slide projector. Film should be sent to Howard Reser, Film Director. Film required 72 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Rates: Class A one hour live $600, film $600. Minute spot live $120, film $120. ID rate $60.

Minneapolis-St. Paul: KSTP-TV

Ch. 5. Owned by KSTP, Inc. Address: 3415 University ave., St. Paul; 3415 University ave. S.E., Minneapolis. Zone 14. Phone: MIdway 5-2724. Authorized eff. rad. pow.: visual 100 kw, aural 60 kw. Operating pow.: visual 100 kw, aural 60 kw. Networks: NBC (prim.). Am station KSTP. Began operating April, 1948. Interconnected.

Representatives: National Edward Petry & Co., Washington attorneys Spearman and Roberson, consulting engineers A. D. Ring and Associates.

Stockholders: Stanley E. Hubbard (58.55%); Siems Bros. (5.82%); Didrikke S. Hubbard (14.92%); Vera S. Bragg (7.70%).

Executives:
Stanley E. Hubbard, *president & general manager*
K. M. Hance, *executive vice president & treasurer*
Marvin L. Rosene, *vice president in charge of sales*
Stanley S. Hubbard, *vice president in charge research and development*
Del Franklin, *program director*
William S. Sadler, *chief engineer*
William P. Davey, *promotion & publicity director*
Julian Hoshal, *news director*
Cal Karnstedt, *farm director*
Dick Nesbitt, *sports director*
James E. Blake, *national tv sales manager*
Kenn R. Barry, *production supervisor*

Services: News AP, UP, radio news. Live studios, number 4, size of largest 51′ x 57′, number live cameras 8 RCA. Remote equipment: mobile unit, microwave, 2-way radio system communications and program channels, number remote cameras 8.

Film & ID: 2 Eastman 250 and 1 RCA TP 16 film projectors; 1 Gray dual disc and 2 Eastman slide projectors. Film should be sent to Del Franklin. Film required 96 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; 1 Houston & 1 Hills (high speed).

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,450. Minute spot live $320. ID rate $110.

Minneapolis-St. Paul: WCCO-TV

Ch. 4. Owned by Midwest Radio-Television, Inc. Address: Radio City. Phone: FEderal 8-0552. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Am station WCCO. Began operating July 1, 1949.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Fly, Shuebruk, Blume & Gaguine.

Stockholders: Mid-Continent Radio-Television, Inc. (53%); Minneapolis Star & Tribune Company (47%). Mid-Continent is 50% owned by Northwest Publications, Inc. (Ridder) and 50% by Minnesota Tribune Company. Ridder newspapers are St. Paul Pioneer-Press and Dispatch, Duluth News-Tribune and Herald (WDSM-TV-am), New York Staats-Zeitung and Herald, New York Journal of Commerce, Aberdeen (S. Dakota) American and News (KSDN), Grand Forks (N. Dakota) Herald (KILO), San Jose (Calif.) Mercury and Telegram, Long Beach (Calif.) Independent and Press-Telegram, minority interest in Seattle Times. Minnesota Tribune Company owns 25% of WEMP Milwaukee. Minneapolis Star & Tribune Company (Minneapolis Tribune and Star) is a Cowles newspaper.

Executives:
William J. McNally, *chairman of board*
Robert B. Ridder, *president*
F. Van Konynenburg, *executive vice president & general manager*
Sherman Headley, *assistant manager*
R. N. Ekstrum, *sales manager*
Doug Peterson, *national sales representative*
Dick Jensen, *regional sales representative*
Charles D. Miller, *production manager*
John M. Sherman, *director of engineering*
Gwen Harvey, *program director*
Harry Jones, *film director*
Gene Godt, *publicity & promotion director*
William J. McGinnis, *studio engineer*
Neil B. Coil, *transmitter engineer*
Don Gillies, *merchandising director*
Rollie Johnson, *news, sports & special events director*
Arle Haeberle, *director of women's activities*
Charles H. Smith, *director of research*
Harry Seils, *farm director*
H. W. Dornseif, *controller*

Color Equipment: network, live.

Rates: Class AA one hour live $1,475, film $1,475. Minute spot live $330, film $330. ID rate $115.

Minneapolis-St. Paul: WTCN-TV

Ch. 11. Owned by Consolidated Television & Radio Broadcasters, Inc. Address: 2925 Dean blvd., Minneapolis. Zone 16. Phone: WAlnut 7-8881. Authorized eff. rad. pow.: visual 316 kw, aural 189 kw. Operating pow.: visual 316 kw, aural 189 kw. Networks: ABC (prim.). Am station WTCN. Began operating September 1, 1953.

Representatives: National The Katz Agency, Inc., Washington attorneys Dempsey & Koplovitz, consulting engineers Kear & Kennedy.

Stockholders: Consolidated Television & Radio Broadcasters, Inc. (Bitner) (100%).

Executives:
Harry M. Bitner Jr., *president*
Miller Robertson, *vice president & general manager*
Fred Kaufman, *program director*
David Cole, *commercial manager*
Paul Sevareid, *news director*
Joe Kahnke, *chief engineer*
Frank Buetel, *sports director*
George Lord, *promotion manager*

Services: News AP, UP. Live studios, number 1, size of largest 40′ x 80′, number live cameras 3. Remote equipment: complete, number remote cameras 3.

Film & ID: 2 16 mm film cameras; 3 film projectors; Balop 1¾x2½; 2x2 slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $750, film $750. Minute spot live $150, film $150. ID rate $60.

Rochester: KROC-TV

Ch. 10. Owned by South Minnesota Broadcasting Co. Address: 100—1st ave. bldg. Phone: 27741. Authorized eff. rad. pow.: visual 100 kw, aural 54. Operating pow.: visual 100 kw, aural 54 kw. Networks: NBC (prim.). Am station KROC. Began operating July 16, 1953. Interconnected.

Representatives: National Meeker TV, Inc., regional Harry S. Hyett Co. (Minneapolis), Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Jansky & Bailey, Inc.

Stockholders: Agnes P. Gentling, president (12.25%); G. David Gentling, vice president & treasurer (8.31%); Calvin A. Smith, secretary; L. C. Miller & H. J. Postier, directors; Gordon P. Gentling (10.05%); Philip H. Gentling (5.9%); Agnes P. Gentling, Harry Harwick, Roy Chadwick, Larry Miller, Allen Gentling—as trustees of the G. P. Gentling estate (63.59%).

Executives:
Mrs. G. P. Gentling, *president*
G. David Gentling, *general manager & commercial manager*
Donald Perry, *program director*
Robert Cross, *chief engineer*
Ray Thompson, *news director*
Jerry Boyum, *farm director*
Gayle Lenarz, *women's director*
Bernie Lusk, *sports director*
Willard Lampman, *station manager*

Services: News UP. Live studios, number 1, size of largest 36′ x 48′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 2x2 slide projectors, 20% margin. Film should be sent to Don Perry. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, 16 mm & 35 mm slides.

Color Equipment: network.

Rates: Class A one hour live $325, film $250. Minute spot live $65, film $50. ID rate $25.

MISSISSIPPI

Columbus: WCBI-TV

Ch. 4. Owned by Birney Imes Jr. Address: Highway 12. Phone: FA 8-5631. Authorized eff. rad. pow.: visual 20 kw, aural 10 kw. Operating pow.: visual 5 kw, aural 2.5 kw. Networks: CBS (prim.), NBC. Am station WCBI. Began operating July 13, 1956. Interconnected.

Representatives: National Joseph Hershey McGillvra, Inc., Washington attorneys Arnold, Fortas & Porter, Consulting engineer Earl Cullum.

Stockholders: Birney Imes Jr. (100%).

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ABC Network MINNEAPOLIS·ST. PAUL

Affiliated with WFDF, Flint; WOOD AM and TV, Grand Rapids; WFBM AM and TV, Indianapolis.

STATIONS: MISS.-MO.

Executives:
Bob McRaney, *general manager*
Chris Everson, *station manager*
Bill Whitfield, *commercial manager*
Kevin O'Neill, *program director*
Tom McFerrin, *chief engineer*

Services: Live studios, number 1, size of largest 35′ x 50′, number live cameras 1.

Film & ID: 2 RCA 16 mm film projectors; 1 Gray Dual Disc slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Rates: Class A one hour live $170, film $150. Minute spot live $27.50, film $22.50. ID rate $15.

Hattiesburg: WDAM-TV

Ch. 9. Owned by Lion Television Corp. Address: Hiway 11 North. Phone: JUniper 4-8441. Authorized eff. rad. pow.: visual 57.5 kw, aural 33.9 kw. Operating pow.: visual 57.5 kw, aural 33.9 kw. Networks: NBC (prim.), ABC, CBS. Began operating June 8, 1956. Interconnected by microwave from New Orleans.

Representatives: National John E. Pearson Co.

Stockholders: WDSU Bcstg. Corp. (New Orleans) (51%); David Matison Jr., Milton Fine, Harold Matison, Alvin Fine (49%).

Executives:
David A. Matison Jr., *president*
Marvin Reuben, *general manager*
Teck Jones, *commercial manager*
Fitz A. Hooton, *operations manager*
John Carroll, *chief engineer*

Services: News AP. Live studios, number 1, size of largest 30′ x 50′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, area: ⅞x1¼. Film should be sent to Fitz Hooton. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs.

Color Equipment: network.

Rates: Class A one hour live $185, film $175. Minute spot live $42.50, film $35. ID rate $17.50.

Jackson: WJTV

Ch. 12. Owned by Capitol Broadcasting Co. Address: P.O. Box 8187. Phone: 4-2512. Authorized eff. rad. pow.: visual 214 kw, aural 107 kw. Operating pow.: visual 214 kw, aural 107 kw. Networks: CBS (prim.), ABC. Am station WSLI. Began operating March 28, 1954. Interconnected.

Representatives: National The Katz Agency, Inc., Washington attorney Reed Rollo, consulting engineers Commercial Radio Equipment Co.

Stockholders: Standard Life Insurance Company (32.4%); Mississippi Publishers Corp. (40%); L. M. Sepaugh (13.8%); T. B. Lanford (13.8%).

Executives:
W. R. Newman, *chairman of the board*
T. M. Hederman Jr., *president*
L. M. Sepaugh, *general manager*
Owens Alexander, *station manager*
J. W. Carlier, *commercial manager*
Ken Parks, *program director*
C. A. Perkins, *chief engineer*
Bob Neblett, *news director*
L. M. Sepaugh Jr., *film director*
Danna Shafer, *women's director*
Lyman Hellums, *sports director*
Ken Jordan, *promotion director*

Services: News AP. Live studios, number 2, size of largest 25′ x 45′, number live cameras 2. Remote equipment: RCA mobile equipment and truck, number remote cameras 2.

Film & ID: 2 Eastman 16 mm film projectors; rear screen projector; 1 slide projector, 2x2 transparencies, safety area: 1″ on a 6x8 aspect ratio. Film should be sent to Mac Sepaugh Jr., Film Director. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $360, film $360. Minute spot live $80, film $80. ID rate $40.

Jackson: WLBT

Ch. 3. Owned by Lamar Life Broadcasting Co. Address: 715 So. Jefferson st. Phone: 2-2691. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am & fm stations WJDX. Began operating December 1953. Interconnected.

Representatives: National George P. Hollingbery, Washington attorneys Spearman & Roberson, consulting engineers A. Earl Cullum Jr.

Stockholders: Peter K. Lutken, president (20%); Fred L. Beard, secretary-treasurer (20%); L. E. Alfred, vice president & Maurice Thompson (20%); T. O. Burris (20%); William Calvin Wells III (20%).

Executives:
Wiley P. Harris, *president*
Fred L. Beard, *general manager*
S. Frank Gentry, *commercial manager*
Maurice Thompson, *program director*
Robert R. Smathers, *chief engineer*
Richard R. Sanders, *news director*
Howard Langfitt, *farm director*
June King, *women's director*
Woodie Assaf, *sports director*

Services: News UP, Local (including news film). Live studios, number 2, size of largest 40′ x 60′, number live cameras 3. Remote equipment: Remote Sync. Gen., switcher and Cameras, number remote cameras 2.

Film & ID: 2 16 mm RCA TP-16E film projectors; 1 Gray Telojector slide projector, 2x2 slides (Critical standard $^{27}/_{32}$x1⅛). Film should be sent to Bruce Nichols, Film Editor. Film required 24 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $360. Minute spot live $80. ID rate $40.

Meridian: WTOK-TV

Ch. 11. Owned by Southern Television Corp. Address: Southern bldg. Phone: 3-1441. Authorized eff. rad. pow.: visual 316 kw, aural 169.5 kw. Operating pow.: visual 316 kw, aural 169.5 kw. Networks: CBS (prim.), ABC, NBC. Am station WTOK. Began operating September 1953. Interconnected.

Representatives: National Headley-Reed Television, Washington attorneys McKenna & Wilkinson, consulting engineers Gautney & Jones.

Stockholders: Robert F. Wright, president (25.5%); William B. Crooks Jr., vice president (16.5%); Thomas Y. Minniece, secretary (7.0%); H. M. Minniece, treasurer (6.5%); James H. Skewes (6.5%); S. A. Rosenbaum (11.5%); and others. James Skewes is publisher of the Meridian Star.

Executives:
Robert F. Wright, *president & general manager*
William B. Crooks Jr., *vice president & commercial manager*
Cecil Germany, *program manager*
Joe Saxon, *chief engineer*
George Shannon, *news, sports & production director*
Bob Holland, *farm director*

Services: News AP. Live studios, number 2, size of largest 44′ x 78′, number live cameras 2.

Film & ID: 1 Dage film camera; 2 Holmes film projectors; 1 Selector Jr., slide projector. Film should be sent to George Shannon. Film required 48 hrs. before telecast; slides 48 hrs., artwork 96 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $250 plus 15%, film $250. Minute spot live $50 plus 15%, film $50. ID rate $25.

Tupelo: WTWV

Ch. 9. Owned by Tupelo Citizens Television Co. Address: 553 Main st. Phone: 37. Authorized eff. rad. pow.: visual 27.2 kw, aural 13.6 kw. Networks: NBC (prim.).

Representatives: Washington attorneys Haley, Doty & Wollenberg.

Stockholders: Frank K. Spain (35%); Joseph G. Petit (25%); Walter D. Spain (15%); Perrin Purvis (15%); Margaret H. Spain (10%). Frank Spain is engineering director of WHEN-TV Syracuse, N.Y.; Mr. Petit is tv development engineer with NBC-TV New York.

Executives:
Frank K. Spain, *general manager*
Walter D. Spain, *sales manager*
Robert Gordon, *program director*
Miriam Petit, *production director*
Joseph G. Petit, *chief engineer*

MISSOURI

Cape Girardeau: KFVS-TV

Ch. 12. Owned by Hirsch Broadcasting. Address: 324 Broadway. Phone: 5-5511. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.), NBC, ABC. Am station KFVS. Began operating October 3, 1954. Interconnected.

Representatives: National Headley Reed.

Stockholders: Oscar C. Hirsch (98.66%).

Executives:
Oscar C. Hirsch, *president*
Robert O. Hirsch, *general manager*
Jack Ramey, *commercial manager*
Don McNeely, *program director*
Bob Hirsch, *chief engineer*

Services: News AP, UP. Live studios, number 1, number live cameras 1.

Film & ID: 4 16 mm film projectors; standard slide projector. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 24 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour $400, $80. ID rate $40.

Columbia: KOMU-TV

Ch. 8. Owned by Board of Curators, University of Missouri. Address: Highway 63. Phone: GIbson 2-1122. Authorized eff. rad. pow.: visual 251 kw, aural 125 kw. Operating pow.: visual 251 kw, aural 125 kw. Networks: NBC (prim.), ABC. Began operating December 21, 1953. Interconnected.

Representatives: National H-R Television, Inc., Washington attorneys Fisher, Wayland, Duvall & Southmayd.

Stockholders: Board of Curators, University of Missouri (100%); James A. Finch Jr., president.

Executives:
Edward C. Lambert, *general manager*
John O. Conwell, *commercial manager*
Allen H. Scollay, *program director*
William Reagan, *chief engineer*
Philip E. Berk, *news director*
Gale Bank, *farm director*
Jean Madden, *sports director*
Milton E. Gross, *promotion manager*

Services: News UP, Unifax, UP Newsfilm. Live studios, number 1, size of largest 30′ x 64′, number live cameras 3. Remote equipment: available, number remote cameras 2 GE.

Film & ID: 2 GE PE-5C 16 mm film projectors; 2 GE Selectroslide 2x2 slide projectors, safe area: 27/32x1⅛. Film should be sent to Lutz Winkler. Film required 48 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services. Auricon sound-on-film camera; Kinescope with GPL Maurer optical sound, or Stancil-Hoffman magnetic sound; Montage amplifier for special effects.

Rates: Class A one hour live $240, film $200. Minute spot live $47.50, film $40. ID rate $20.

Hannibal: KHQA-TV

Ch. 7. Owned by Lee Broadcasting, Inc. Address: 2333 Palmyra rd., Hannibal; WCU bldg., Quincy, Ill. Studios and principal offices maintained in Quincy. Phone: 2762, Hannibal; BAldwin 2-6200, Quincy. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station WTAD. Began operating September 21, 1953. Interconnected.

Representatives: National Weed Television, Washington attorney Eliot C. Lovett, consulting engineers Page, Creutz, Garrison & Waldschmitt.

Stockholders: Lee Radio, Inc. (51.41%); Courier-Post Publishing Co. (20%); Lee P. Loomis (3.02%); Herbert R. Ohrt (2.32%); Walter J. Rothschild (.948%).

Executives:
Lee P. Loomis, *president*
Herbert R. Ohrt, *vice president*
Walter J. Rothschild, *general manager & national sales manager*
Merritt Milligan, *assistant manager & program director*
J. E. (Ernie) Gray, *chief engineer*
Donald Nicholson, *news director*
Richard Faler, *farm director*
Mrs. Marian Milligan, *women's director*
Bill Crews, *sports director*
Paul Millen, *assistant national sales manager*

Services: News AP, UP Wire, AP Photofax, CBS Newsfilm. Live studios, number 2, size of largest 32′ x 48′, number live cameras 1 in Hannibal, 1 in Quincy. Remote equipment: available.

Film & ID: Du Mont film scanner (Quincy); 2 DeVry Projectors with image orth pickup (Hannibal); 4 slide projectors, metal mounting preferred, standard slide dimensions. Film should be sent to Charles Lotz Jr., Film Editor, c/o Quincy, Ill. studios. Film required 48 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $300 plus production, film $300. Minute spot live $60 plus production, film $60. ID rate $30.

Jefferson City: KRCG-TV

Ch. 13. Owned by Jefferson Television Co. Address: Callaway Hills Farm. Phone: 6-6188. Authorized eff. rad. pow.: visual 105 kw, aural 52.5 kw. Networks: CBS (prim.), ABC. Began operating February 13, 1955. Interconnected.

Representatives: National Hoag-Blair Co., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Commercial Radio Equipment Co.

Stockholders: Mrs. William H. Weldon (97.6%); Robert Blosser (.8%); Edward J. Schuelein (.8%); Camille Williams (.8%).

Executives:
Mrs. William H. Weldon, *president*
Robert Blosser, *general manager*
Camille Williams, *business manager*
Ron Maxwell, *sales manager*
A. Laney Lee, *program director*
Edward J. Schuelein, *chief engineer*
Richard Chapman, *news director*

Services: News AP. Live studios, number 1, size of largest 35′ x 45′, number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 1 RCA 2x2 tape or metal mounted slide projector, scanned area: 1⅛x⅞, safe copy area: ⅞x⅝. Film should be sent to A. Laney Lee. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston-Fearless processor, 16 mm film.

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ARB Proves
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Live area programming, powerful signal, top network shows.
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CHANNEL 7 CBS
LEE BROADCASTING, INC.
Represented by WEED TELEVISION

STATIONS: MISSOURI

Rates: Class A one hour live $260, film $200. Minute spot live $45, film $40. ID rate $20.

Joplin: KODE-TV

Ch. 12. Owned by WSTV, Inc. (Steubenville). Address: 1928 W. 13th st. Phone: MAyfair 3-7260. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.) and ABC. Am station KODE. Began operating September 26, 1954. Interconnected.

Representatives: National Avery-Knodel, Inc., Washington attorneys Cohn & Marks, consulting engineer Robert A. Silliman.

Stockholders: WSTV, Inc.

Executives:
Jack N. Berkman, *president*
John J. Laux, *executive vice president*
Fred Weber, *vice president*
Harry D. Burke, *general manager*
DeWitt T. Knight, *local sales manager*
Ronald Robson, *program director*
Jack Langford, *chief engineer*

Services: News INS. One studio 27′ x 42′, number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; Gray Telop projector, one RCA film camera and one RCA slide projector. Film should be sent to Ronald Robson. Film required 48 hrs. before telecast; slides 24 hrs., artwork 1 week. Film editing services.

Color Equipment: network.

Rates: Class A one hour film $300. Minute spot film $67.50. ID rate $30.

Kansas City: KCMO-TV

Ch. 5. Owned by KCMO Broadcasting Division-Meredith Engineering Co. Address: 125 East 31st st. Zone 8. Phone: JEfferson 1-6789. Operating pow.: visual 100 kw, aural 60 kw. Networks: CBS (prim.). Am station KCMO. Began operating September 27, 1953. Interconnected.

Representatives: National The Katz Agency, Inc., Washington attorneys Haley, Doty & Wollenberg, consulting engineers A. D. Ring & Assoc.

Stockholders: Owned by Meredith Engineering Company, Des Moines, Iowa (100%).

Executives:
E. T. Meredith, *president*
E. K. Hartenbower, *general manager*
C. E. Breazeal, *assistant manager*
S. B. Tremble, *commercial manager*
Kenneth W. Heady, *program director*
Karl Troeglen, *technical director*
James Monroe, *news director*
C. W. (Jack) Jackson, *agricultural director*
Anne Hayes, *women's director*
Bruce Rice, *sportscaster*

Services: News AP, AP Photofax. Live studios, number 2, size of largest 30′ x 30′, number live cameras 2. Number remote cameras 3.

Film & ID: 2 RCA 16 mm film projectors; 1 Gray Telejector, 2x2 transparencies, 1 Gray Telop #2 3¼x4 opaque slide projectors. Film should be sent to commercials: Operations Desk; film: Film Department. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour film $1,200. Minute spot film $250. ID rate $125.

Kansas City: KMBC-TV

Ch. 9. Owned by KMBC Broadcasting Co. Address: 11th & Central sts. Phone: HArrison 1-2650. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: ABC (prim.). Am stations KMBC, KFRM. Began operating August 1, 1953.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. Earl Cullum Jr.

Stockholders: Cook Paint & Varnish Company (100%).

Executives:
Lathrop G. Backstrom, *board chairman*
Donald D. Davis, *president*
John T. Schilling, *executive vice president*
George J. Higgins, *vice president & sales manager*
Mori Greiner, *station director & film buyer*
Henry E. Goldenberg, *chief engineer*
Genevieve Willock & Fred Harris, *promotion department*
Claude Dorsey, *news editor*

Services: News AP, UP, Unifax. Live studios, number 2, size of largest 75′ x 75′, number live cameras 4 RCA camera chains. Remote equipment: 1 RCA mobile unit, number remote cameras 2.

Film & ID: 4 16 mm film projectors, (send only 16 mm); 2 RCA Iconoscope chains; 2 Telejectors, 1 automatic selectroslide, 2x2 slides, scanning area: .922x1.22, essential area: .8x1.06; 3x4 Telop projector, opaque Telops center on 4x5 cards, scanning area: 3¼x4½, essential area: 2½x3⅜. Film should be sent to Film Director, Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; local processing.

Color Equipment: network.

Rates: Class A half hour film $660. Minute spot film $250. ID rate $125.

Kansas City: WDAF-TV

Ch. 4. Owned by The Kansas City Star Company. Address: 3030 Summit st. Zone 8. Phone: HArrison 1-1200. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station WDAF. Began operating October 15, 1949. Interconnected.

Representatives: National Harrington, Righter & Parsons, Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Gautney, Roy & Price.

Stockholders: The Kansas City Star Company (100%).

Executives:
H. Dean Fitzer, *managing director*
William A. Bates, *station manager*
E. Manne Russo, *commercial manager*
Jam P. Barrington, *program director*
James P. Schmidt, *chief engineer*
Randall S. Jessee, *news director*
Paul Vogel, *farm director*
Bette Hayes, *women's director*
Owen Bush, *sports director*

Services: News AP, AP Photofax. Live studios, number 2, size of largest 60′ x 40′ x 30′, number live cameras 5. Remote equipment: 2 camera chains, microwave, number remote cameras 2.

Film & ID: 4 RCA 16 mm, 2 Eastman 16 mm film projectors; 1 RCA, 1 Gray Telop, 1 Selecto-Slide slide projectors. Film should be sent to Bob Musburger. Film required 96 hrs. before telecast; slides 96 hrs., artwork 96 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,060, film $1,060. Minute spot live $212, film $212. ID rate $106.

Kirksville: KTVO (See Ottumwa, Iowa)

St. Joseph: KFEQ-TV

Ch. 2. Owned by Midland Broadcasting Co. Address: 40th & Faraon sts. Phone: 3-2528. Authorized eff. rad. pow.: visual 52 kw, aural 26 kw. Operating pow.: visual 52 kw, aural 26 kw. Networks: CBS (prim.), ABC. Am station KFEQ. Began operating September 27, 1953. Interconnected.

Representatives: National Hoag-Blair Co., Washington attorneys Dow, Lohnes & Albertson.

Stockholders: Kenyon Brown (25%); Harry L. (Bing) Crosby Jr. (25%); George L. Coleman (25%); Joseph A. Thomas (25%). Mr. Brown also owns 100% of KWFT Wichita Falls and KLYN Amarillo, Texas; 50% of KANS Wichita, Kansas; 50% of KBYE Oklahoma City and 22.15% of KGLC Miami, Oklahoma. Mr. Crosby also owns 6.1% of KGLC and Mr. Coleman owns 6.4% of KGLC.

Executives:
Kenyon Brown, *president*
Glenn G. Griswold, *vice president & general manager*
A. Wayne Beavers, *commercial manager*
Gene Milsteen, *program director*
Wesley Koch, *chief engineer*
Lafe Williams, *news director*
H. J. (Smitty) Schmitz, *farm director*
Esther Donat, *women's director*
Bob Horstman, *sports director*
Aileen Hartigan, *promotion manager*

Services: News AP. Live studios, number 1, size of largest 40′ x 60′, number live cameras 2. Remote equipment: all studio equipment is used as field equipment.

Film & ID: 2 film projectors; 2x2 35 mm slide projectors. Film should be sent to Gene Milsteen. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

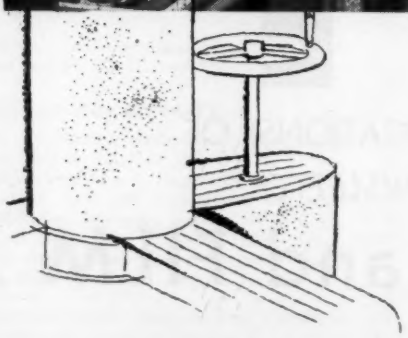
Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

St. Louis: KSD-TV

Ch. 5. Owned by The Pulitzer Publishing Co. Address: 1111 Olive st. Zone 1. Phone: Main 1-1111. Authorized eff. rad. pow.: visual 100 kw, aural 60 kw. Operating pow.:

TOPPING

the **TOP** *markets in National Spot!*



KSD-TV in St. Louis carried more regional and national spot accounts than did stations in the New York, Chicago, Detroit or San Francisco markets.

KSD-TV (in America's ninth market) ranked FIFTH among television stations in the nation's TEN TOP markets in the number of regional and national spot accounts carried.*

Facts such as these offer further evidence that advertisers have repeatedly found KSD-TV does achieve the results they seek in the rich, diversified St. Louis market.

If you have distribution in the St. Louis area, we invite you to investigate the KSD-TV story.

*Rorabaugh Report, 3rd quarter, 1956

NBC SPOT SALES
National Representative
Basic Affiliate

THE SAINT LOUIS POST-DISPATCH STATION

KSD-TV
MAXIMUM POWER
channel **5**

visual 100 kw, aural 60 kw. Operating pow.: visual 100 kw, aural 60 kw. Networks: NBC (prim.) ABC. Am station KSD. Began operating February 8, 1947. Interconnected.

Representatives: National NBC Spot Sales, Washington attorneys Segal, Smith & Hennessey, consulting engineers A. D. Ring.

Stockholders: Pulitzer Publishing Co. (100%).

Executives:
Joseph Pulitzer Jr., *president*
George M. Burbach, *general manager*
Harold Grams, *program director*
J. E. Risk, *chief engineer*
Austin Bridgman, *news director*
Fred J. Mueller, *promotion manager*
Guy E. Yeldell, *sales manager*

Services: News AP, INS. Live studios, number 2, size of largest 24'x49', number live cameras 5. Remote equipment: RCA Mobile Unit, number remote cameras 4 (interchangeable for studio use).

Film & ID: 3 16 mm film projectors; 3 2x2 slide projectors. Film should be sent to Film Department. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, film, slides.

St. Louis: KTVI

Ch. 36. Owned by Signal Hill Telecasting Corporation. Address: 5915 Berthold ave. Zone 10. Phone: MI 7-3600. Authorized eff. rad. pow.: visual 417 kw, aural 209 kw. Networks: ABC, CBS. Began operating August 10, 1953. Interconnected.

Stockholders: Paul E. Peltason, president & treasurer (38.91%); Harry Tenenbaum, vice president & assistant treasurer (38.91%); 7 others none holding more than 4%.

Executives:
Paul E. Peltason, *president*
Juby Schainblatt, *general manager*
Jack Murdock, *program director*
Richard J. Trompeter, *chief engineer*
Bruce Hayward, *news director & sports director*
Paul R. Litt, *sales manager*

Services: *News* UP. Live studios, number 2, size of largest 26'x40', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors, metal or tape (tape preferred). Film should be sent to Ted Westcott. Film required 96 hrs. before telecast; slides 96 hrs., artwork 96 hrs. Film editing services.

Rates: Class A one hour live $400, film $400. Minute spot live $60, film $60. ID rate $26.

St. Louis: KWK-TV

Ch. 4. Owned by KWK, Inc. Address: 1215 Cole st. Zone 6. Phone: MAin 1-9100. Authorized eff rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.), ABC. Am station KWK. Began operating July 8, 1954. Interconnected.

Representatives: National The Katz Agency, Inc. Washington attorneys Dempsey & Koplovitz, consulting engineers A. Earl Cullum Jr.

Stockholders: Robert T. Convey & Associates (28%); St. Louis Globe-Democrat (Newhouse) (23%); KSTP, Inc. (23%); 800 North Twelfth, Inc. (Elzey Roberts) (23%); individual stockholders of former Missouri Valley Television (3%).

Executives:
Robert T. Convey, *president & general manager*
Ray E. Dady, *vice president & station director*
V. E. Carmichael, *vice president & commercial director*
John W. Tinnea, *executive program director & assistant station manager*
N. J. Zehr, *chief engineer*
Jack Griffin, *news director*
James E. Goldsmith, *sales manager*

Services: News AP, UP. Live studios, number 2, size of both 47' x 35', number live cameras 6. Remote equipment: available, number remote cameras 2.

Film & ID: 3 16 mm film projectors; telop projector, 3x4 masking area; 4 slide projectors, 2x2 tape or metal mounted slides. Film should be sent to Operations Desk.

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CURRENT ISSUE (WITHOUT OBLIGATIONS) OF

THE TV-CONFIDENTIAL NEWSLETTER

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BIB also publishes WHO'S WHO AND WHAT'S WHERE AT TV STATIONS, WHO'S WHO AND WHAT'S WHERE AT TV FILM PRODUCERS AND DISTRIBUTORS, TV FILM PROGRAM DIRECTORY: Series, Serials and Packages; TV FILM PROGRAM DIRECTORY OF FEATURE FILM; TV PROGRAM DIRECTORY OF "FREE" FILM, and is affiliated with RESEARCH DIGEST AND INDEX.

Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Houston-Fearless, 16 mm film developed.

Color Equipment: network.

Rates: Class AA one hour live $1,500, film $1,500. Minute spot live $330, film $330. ID rate $165.

Sedalia: KDRO-TV

Ch. 6. Owned by Milton J. Hinlein. Address: 2100 W. Broadway. Phone: 4004. Authorized eff. rad. pow.: visual 16.2 kw, aural 8.71 kw. Operating pow.: visual 16.2 kw, aural 8.71 kw. Networks: CBS (prim.). Am station KDRO. Began operating July 1, 1954.

Representatives: National John E. Pearson Television, Inc., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Commercial Radio Equipment Co.

Stockholders: Milton J. Hinlein (100%). (J. Albert Dear, publisher of Sedalia Capital and Democrat, holds option to purchase 50% interest.)

Executives:
Milton J. Hinlein, *president & promotion manager*
Herbert W. Brandes, *general manager & film buyer*
James Glenn, *television sales director*
Jack Call, *program director*
Robert Klein, *chief engineer*

Rates: Class A one hour live $220, film $200. Minute spot live $32, film $30. ID rate $25.
Film & ID: 2 RCA 16 mm film projectors; 1 Selectroslide 35 mm, 1 RVP slide projectors, 3¼x4. Film should be sent to Film Director: Forest Chumbley. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; 35 mm slides, 16 mm motion-stills; all sizes.

Color Equipment: network.

Rates: Class A one hour live $275. Minute spot live $62.50. ID rate $25.

Springfield: KTTS-TV

Ch. 10. Owned by Independent Broadcasting Co. Address: 330 East Walnut st. (P.O. Box 1716 SSS). Zone 4. Phone: 2-7474. Authorized eff. rad. pow.: visual 316 kw, aural 190.55 kw. Operating pow.: visual 316 kw, aural 190.55 kw. Networks: CBS (prim.). Am station KTTS. Began operating March 14, 1953. Interconnected.

Representatives: National Weed Television, Washington attorneys Dempsey & Koplovitz, consulting engineers James McNary.

Stockholders: J. H. G. Cooper, president (54.87%) (owned jointly with sons John O. & James H. Cooper); George M. Thompson Sr., vice president (1.97%); Irving W. Schwab, secretary (8.29%); G. Pearson Ward, vice president (8.7%); 17 others none holding as much as 5%.

Executives:
J. H. G. Cooper, *president*
G. Pearson Ward, *general manager*
Bob Burke, *national sales manager*
Kevin McAndrews, *program director*
William F. Curry, *chief engineer*
Bill Bowers, *news director*
Bill Maynard, *sports director*

Services: News AP Picture Service, UP Picture Service. Live studios, number 1, size of largest 36′ x 36′, number live cameras 2. Remote equipment: complete RCA, number remote cameras 1.

Film & ID: 2 16 mm RCA film projectors; 1 2x2 Selectroslide slide projector, safe viewing area: $\frac{23}{32}$x$\frac{15}{16}$. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs.

Color Equipment: network.

Rates: Class A one hour live $310, film $250. Minute spot live $67.50, film $62.50. ID rate $50.

Springfield: KYTV

Ch. 3. Owned by Springfield Television, Inc. Address: 999 West Sunshine. Phone: 6-2766. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.), ABC. Began operating October 1, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Lohnes & Culver.

Stockholders: Springfield Newspapers, Inc. (49.866%); Lester L. Cox, president (24.966%); Tams Bixby III, vice president; Keith G. Wells, secretary (.033%); Tams Bixby Jr. (.033%); Lynn E. Bussey, treasurer (24.96%). Tams Bixby Jr. with son owns 70% of Muskogee Phoenix and Times Democrat (KBIX). Lester L. Cox is vice president of KQAM-TV Pittsburg, Kansas.

Executives:
Lester L. Cox, *president*
Carl Fox, *co-manager & program manager*
Ralph Stufflebam, *co-manager & commercial manager*
Fred Rains, *executive producer*
E. Dennis White, *chief engineer*
Sol Mosher, *news director*
C. C. Keller, *farm director*
Alice Lowe, *women's director*
Jody Holden, *sports director*

Services: News AP Photofax. Live studios, number 2, size of largest 38′ x 54′, number live cameras 3. Remote equipment: complete mobile unit & truck, number remote cameras 2.

MONTANA

Billings: KOOK-TV

Ch. 2. Owned by The Montana Network. Address: 7002 S. Billings blvd. Phone: 9-2382. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS, ABC, NBC. Am station KOOK. Began operating November 9, 1953.

Representatives: National Headley-Reed TV, Washington attorney John H. Midlen, consulting engineers Commercial Radio Equipment Co.

Stockholders: J. S. Sample, president (10.8%); J. Carter Johnson, vice president (31.55%); Jerome Anderson, secretary; Carl O. Hansen, director (5.33%); C. L. Crist (21.6%); Alice C. Hoiness (5.33%) —as executrix of will of Melvin H. Hoiness; 9 others, none owning over 3%.

Executives:
J. S. Sample, *president*
V. V. Clark, *general manager*
John Conner, *commercial manager*
Edmund Peiss, *program & operations director*
Grant French, *chief engineer*

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FIFTH AVENUE AND 44th STREET
NEWLY DECORATED ROOMS AND SUITES
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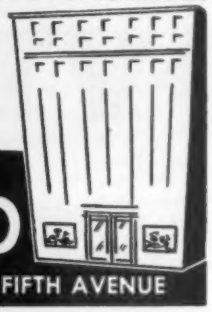
RADIO CITY BUS, RAIL and AIR TERMINALS
DINING ROOM AND COCKTAIL LOUNGE

"At the Television Center of Town"



HOTEL
MANSFIELD
12 WEST 44th STREET JUST OFF FIFTH AVENUE

Conna May, *promotion manager*

Rates: Class A one hour live $195, film $150. Minute spot live $39, film $30. ID rate $15.

Butte: KXLF-TV

Ch. 6. Owned by Television Montana. Address: 1681 George st. Phone: 2-2696. Authorized eff. rad. pow.: visual 2.04 kw, aural 1.02 kw. Operating pow.: visual 2.04 kw, aural 1.02 kw. Networks: NBC, ABC. Am station KXLF. Began operating August 14, 1953.

Representatives: National The Walker Representation Co., Inc. (east), regional Art Moore & Assoc., Inc. (Pacific northwest), Washington attorneys Wheeler & Wheeler, consulting engineers Robert M. Silliman.

Stockholders: KXLF Butte (59%); KXLJ Helena (23%); KXLQ Bozeman (4%); KXLL Missoula (4.5%); KXLK Great Falls (2.27%). Ed Craney has controlling interest in KXLF (49%), KXLJ (42%), KXLQ (49%), and KXLL (30%), and owns 48% of KXL Portland, Oregon. Barkley Craighead owns 58% of KXLK.

Executives:
E. B. Craney, *president & general manager*
Jim Manning, *station manager*
W. Jake Walker, *commercial manager*
Lloyd Scott, *chief engineer*
Gene Hogan, *program director*

Rates: Class A one hour live $200, film $150. Minute spot live $40, film $30. ID rate $15.

Great Falls: KFBB-TV

Ch. 5. Owned by Wilkins Broadcast, Inc. Address: P.O. Box 1139. Phone: 4-4377. Authorized eff. rad. pow.: visual 25.4 kw, aural 12.7 kw. Networks: CBS, NBC, ABC. Am station KFBB. Began operating March 21, 1954. Non-interconnected.

Representatives: National Hoag-Blair, Washington attorneys Wheeler & Wheeler, consulting engineers Weldon & Carr.

Stockholders: Joseph P. Wilkins, president (50.04%); Roy H. Glover (5%); E. F. Galt, vice president & secretary-treasurer (1.8%); Fairmont Corp. (30.05%); Grace M. Hoover (4.82%); 4 others, none owning as much as 4%.

Executives:
J. P. Wilkins, *president & general manager*
W. C. Blanchette, *station manager & commercial manager*
William Spahr, *assistant manager*
Paul Rahders, *program director*
Anthony J. Lopuch, *chief engineer*

Services: News UP. Live studios, number 2, size of largest 26′ x 40′, number live cameras 1.

Film & ID: 16 mm Du Mont Multi-Scanner with 2 Cinecon projectors: Du Mont Multi-Scanner for 2x2 slides or 4x5 balops. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $195, film $150. Minute spot live $39, film $30. ID rate $15.

Missoula: KMSO-TV

Ch. 13. Owned by Mosbys, Inc. Address: 127 East Main. Zone 1. Phone: Program Dept.: 9-4169; Business: 9-7668. Authorized eff. rad. pow.: visual 191 kw, aural 95.5 kw. Operating pow.: visual 191 kw, aural 95.5 kw. Networks: CBS (prim.), ABC. Am station KGVO. Began operating July 1, 1954. Interconnected by microwave from KXLY Spokane.

Representatives: National Gill-Perna, regional Hugh Feltis (Seattle), Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineer Archer Taylor.

Stockholders: A. J. Mosby, president (99.36%); R. G. Mosby, vice president (.54%); Don Bradley, secretary (.05%).

Executives:
A. J. Mosby, *president, general manager & commercial manager*
Howard Reynolds, *program director*
Maida Guenther, *traffic director*
Amos Hargrove, *chief engineer*
Don Weston, *news director*
Jack Butler, *farm director*
Betty Brown, *women's director*
Chuck Fields, *sports director*
Ann Demmons, *publicity director*

Services: News UP. Live studios, number 2, size of largest 40′ x 60′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 35 mm 5x7 ratio slide projectors. Film should be sent to Film Desk. Film required 48 hrs. before telecast; slides 24 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $195, film $150. Minute spot live $39, film $30. ID rate $15.

NEBRASKA

Hastings: KHAS-TV

Ch. 5. Owned by Nebraska Television Corp. Address: P.O. Box 476. Phone: 3-1321. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station KHAS. Began operating January 1, 1956.

Representatives: National Weed Television Corp., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Frank H. McIntosh & Assoc.

Stockholders: Hastings Tribune (52.7%); Morrison & Quirk Grain Corp. (3.6%); radio KHAS Hastings (3.6%); D. H. Meves (3.6%); over 100 other stockholders, none owning as much as 1%. Officers: Fred A. Seaton, president; J. M. McDonald, vice president; John Spady, vice president; Lloyd P. Kissinger, secretary; Fred R. Irons, treasurer. Seaton family owns Hastings Tribune and KHAS, controls KCGF Coffeyville, Kansas, KMAN Manhattan, Kansas, and publishes chain of western newspapers as well as magazine Western Farm Life (Denver).

Executives:
Fred A. Seaton, *president*
Duane L. Watts, *general & sales manager*
W. L. Murray, *operations manager & program manager*
Robert Schnuelle, *production manager*
Duane B. Allison, *chief engineer*
Russ Snow, *news editor*

Color Equipment: network.

Rates: Class A one hour live $230, film $200. Minute spot live $40, film $35. ID rate $17.50.

Hayes Center: KHPL-TV

Ch. 6. Satellite of KHOL-TV Kearney, Nebraska.

Kearney: KHOL-TV

Ch. 13. Owned by Bi-States Company. Address: 414 East ave., Holdrege. Phone: WYman 5-5952, Holdrege. Authorized eff. rad. pow.: visual 204 kw, aural 102 kw. Operating pow.: visual 20 kw, aural 10 kw. Networks: CBS (prim.), ABC. Began operating December 25, 1953.

Representatives: National The Meeker Co., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Commercial Radio Equipment Co.

Stockholders: F. Wayne Brewster, president (44.4%); C. E. Freas Jr., vice president (13.9%); Harold J. Hamilton, secretary-treasurer (5.6%); Willard F. Anderson, director (11.1%); William S. Bivens, director (2.8%); Brewster Hospital, Inc. (22.2%).

Executives:
Dr. F. Wayne Brewster, *president*
Harold J. Hamilton, *secretary-treasurer*
Jack Gilbert, *station manager*
Paul Freygang, *regional sales*
Marlyn Milliken, *production director*
W. Mirven Greely, *director of engineering*
George Jelinek, *chief engineer*
Art Eckdahl, *news director*
Tom Nuss, *publicity & farm director*
Maurine Eckloff, *women's director*
Gerald Granger, *sports director*
Violet Aspegren, *traffic & promotion director*

Services: News AP. Live studios, number 1, size of largest 42′ x 50′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 3¼x4 opaque projector, working area: 2¼x3; 1 2x2 transparency slide projector, standard working area. Film should be sent to K. Cooper. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $315, film $300. Minute spot live $62.50, film $60. ID rate $30.

Lincoln: KOLN-TV

Ch. 10. Owned by Fetzer Broadcasting Company. Address: 40th & W sts. Phone: 6-2367. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS, ABC. Began operating February 18, 1953. Interconnected.

Representatives: National Avery-Knodel, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

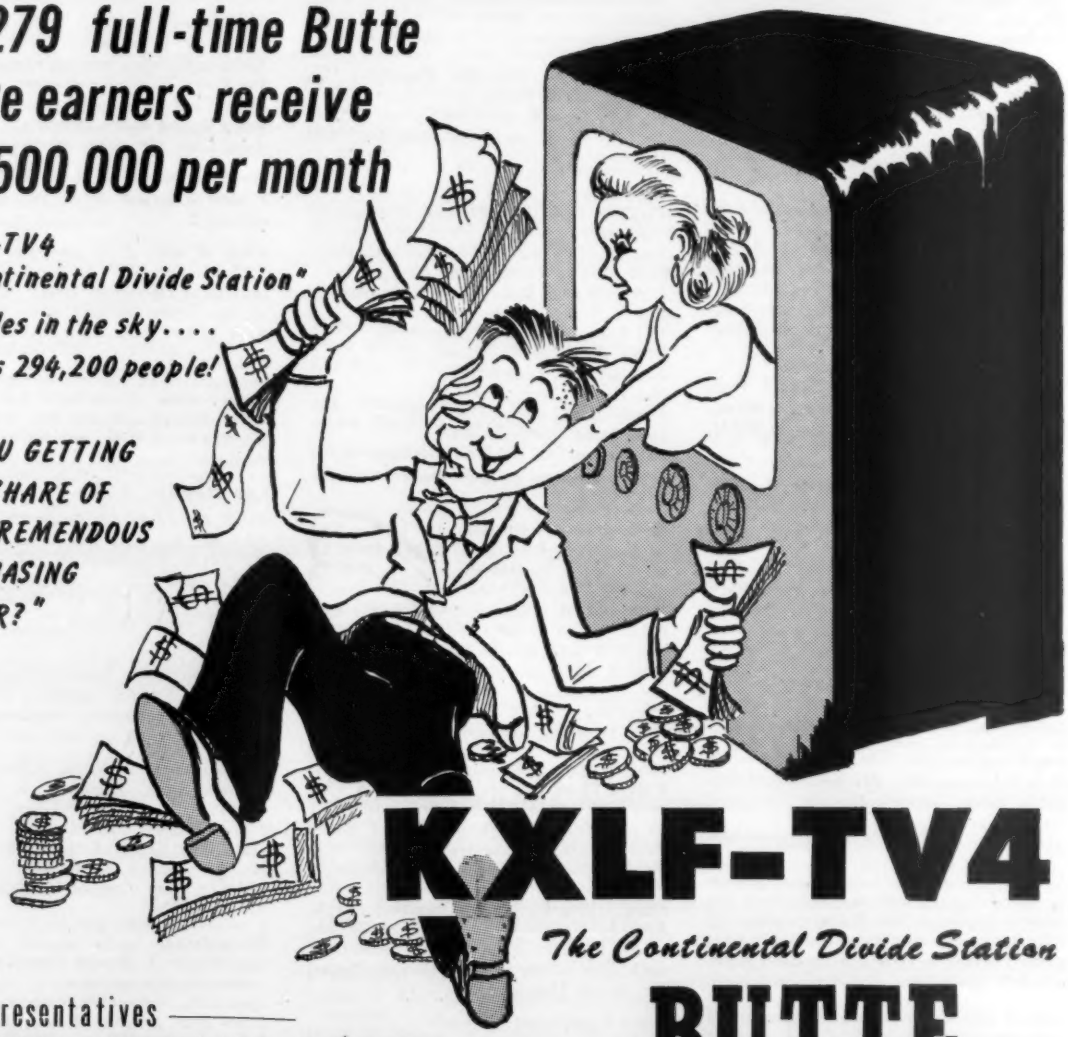
CAPTIVE AUDIENCE

KXLF-TV HOLDS RICH TEST MARKET !

16,279 full-time Butte wage earners receive $6,500,000 per month

KXLF-TV4
"The Continental Divide Station"
1½ miles in the sky....
reaches 294,200 people!

"ARE YOU GETTING YOUR SHARE OF THIS TREMENDOUS PURCHASING POWER?"



KXLF-TV4

The Continental Divide Station

BUTTE

Representatives ——
EASTERN — The Walker Company
WESTERN — Pacific Northwest Broadcasters

STATIONS: NEB.-NEV.

Stockholders: Fetzer Broadcasting Company (100%), (John E. Fetzer & Rhea H. Fetzer).

Executives:
John E. Fetzer, *president*
A. James Ebel, *general manager*
Thomas L. Young, *commercial manager*
Bob Johnson, *program director*
D. R. Taylor, *chief engineer*
Byron Krasne, *news director*
Les Blauvelt, *farm director*
Lois Weaver, *women's director*
Bill King, *sports director*
Bill Hemke, *production manager*
Eli Modenstein, *film director*

Services: News UP, AP & UP Facsimile. Live studios, number 1, size of largest 30′ x 56′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 4x5 Telop; 3 2x2 slide projectors. Film should be sent to Eli Modenstein, Film Director. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $300 plus camera & talent charge, film $300. Minute spot live $75, film $60. ID rate $30.

Omaha: KMTV

Ch. 3. Owned by May Broadcasting Company. Address: 2615 Farnam. Zone 31. Phone: HArney 3333. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.), ABC. Am station KMA Shenandoah, Iowa. Began operating September 1, 1949.

Representatives: National Edward Petry & Co., Inc., Washington attorneys McKenna and Wilkinson, consulting engineers Robert M. Silliman.

Stockholders: May Broadcasting Company (75%), licensee of radio station KMA; Central Broadcasting Company, (25%), which owns and operates WOC-TV and WOC Davenport and WHO-TV and WHO Des Moines; Edward W. May, president, is principal stockholder.

Executives:
Edward W. May, *president*
Owen L. Saddler, *general manager*
Arden E. Swisher, *commercial manager*
Glenn E. Harris, *program director*
R. J. Schroeder, *chief engineer*
Floyd Kalber, *news director*
Dick Robertson, *farm director*
Bettie Tolson, *women's director*
Steve Shepard, *sports director*
Amos Eastridge, *promotion manager*

Services: News UP. Live studios, number 2, size of largest 1800 sq. ft., number live cameras 2 color, 5 b&w. Remote equipment: television mobile unit, audio equipment, etc., number remote cameras 3 RCA image orthicon field cameras.

Film & ID: 4 RCA 16 mm film projectors; 5 35 mm slide projectors, 2x2 tape or metal mounted (tape preferred). On 11x14 artwork, the critical area is 7x9. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Houston processing unit.

Color Equipment: Network, live film, slides. 2 RCA studio color cameras equipped with studio Zoomar lens and pedestal. 1 color film chain equipped with 2 RCA 16 mm film projectors and 1 color-corrected 35 mm slide projector. 1 RCA 3-V film camera.

Rates: Class A one hour live $900, film $900. Minute spot live $225, film $225. ID rate $150.

Omaha: WOW-TV

Ch. 6. Owned by Meredith WOW, Inc. Address: Insurance bldg. Zone 2. Phone: WEbster 3400. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Am station WOW. Began operating August 29, 1949. Interconnected.

Representatives: National Blair-TV. Washington attorneys Haley, Doty & Wollenberg, consulting engineers A. D. Ring & Assoc.

Stockholders: Meredith Publishing Co. (100%): Fred Bohen, chairman of board; E. T. Meredith, president; Payson Hall, vice president radio & television and treasurer.

Executives:
Frank P. Fogarty, *vice president & general manager*
Lyle De Moss, *assistant general manager*
Fred Ebener, *national sales manager*
J. M. (Willie) Wilson, *local sales manager*
Bill McBride, *program director*
Bill Kotera, *director of engineering*
Glenn Flynn, *chief engineer*
Jim McGaffin, *news director*
Mal Hansen, *farm director*
Connie Cook, *women's director*
Jack Payne, *sports director*
Bob Froemming, *production manager*
Ken James, *assistant program director*
Bob Seitzer, *promotion manager*

Services: News UP, INS, UP Unifax. Live studios, number 1, size of largest 75′ x 43′ x 25′ (high), number live cameras 2 studio type RCA TK-10A, 1 studio Zoomar. Remote equipment: 1 mobile unit equipped with 2 RCA TK-30A, 1 RCA TK-31-A field cameras & 1 field Zoomar lens and associated video & audio switching equipment. 2 news mobiles equipped with telephones, relay transmitter, still & motion picture equipment, recording equipment.

Film & ID: 1 GE Synchrolite film camera; 2 RCA TP-6B film projectors; 1 RCA Vidicon; 1 RCA Iconoscope; Selectroslide; 1 35 mm Eastman slide projector, 1 Bodde Dual 2P-3AC rear screen projector, 9x12 screen. Film should be sent to Commercial Film—Traffic Operations Desk, Att.: Kay Clark; Program Film—Operations Desk, Att.: Jo McCarthy. Film required 72 hrs. before telecast; slides 72 hrs., artwork 1 week. Film editing services; Houston Processor, 16 mm film.

Color Equipment: network.

Rates: Class AA one hour live $900, film $900. Minute spot live $250, film $250. ID rate $115.

Scottsbluff: KSTF

Ch. 10. Satellite of KFBC-TV Cheyenne, Wyoming.

NEVADA

Henderson: KLRJ-TV

Ch. 2. Owned by Southwestern Publishing Company, Inc. Address: 4850 Henderson hwy., P.O. Box 550. Phone: DUdley 2-1760-1-2. Authorized eff. rad. pow.: visual 12.2 kw, aural 6.3 kw. Operating pow.: visual 12.2 kw, aural 6.3 kw. Networks: NBC (prim.), ABC. Am station KORK. Began operating January 17, 1955. Interconnected.

Representatives: National John E. Pearson Co., regional Nevada Network, Inc. (sold in combination with KOLO-TV Reno), Washington attorneys Haley, Doty & Wollenberg, consulting engineer Robert Hammett.

Stockholders: Donald W Reynolds, president (75%); A. E. Cohlan, vice president & treasurer (25%).

Executives:
Donald W. Reynolds, *president*
William D. Stiles, *general manager*
Pat Burke, *local sales manager*
Mark Smith, *production director*
David Rogers, *chief engineer*
Anne Gibb, *advertising director*

Services: News AP. Live studios, number 1, size of largest 50′ x 70′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 35 mm 2x2 slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $270, film $225. Minute spot live $54, film $45. ID rate $22.50. Sold in combination with KOLO-TV Reno.

Las Vegas: KLAS-TV

Ch. 8. Owned by Las Vegas Television Inc. Address: 250 East Desert Inn rd. Phone: DU 2-6138. Authorized eff. rad. pow.: visual 55 kw, aural 27.5 kw. Operating pow.: visual 55 kw, aural 27.5 kw. Networks: CBS (prim.). Began operating July 8, 1953. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys McKenna & Wilkinson, consulting engineers Charles Theodore.

Stockholders: A. Norval Solomin (2.1%); William Urga (2.66%); R. G. Jolley (49.94%); J. Dewey Solomon, vice president (10.5%); Herman M. Greenspun (22.77%); Harvey E. Luce (2%); L. W. Mechen (2.54%); C. H. Huntington (2.1%); Oran Gragson (3.33%); George Albright (2%).

Executives:
Miss Marian Y. Komar, *general manager & national sales manager*
Alex Gold, *commercial manager*
James Hart, *program & news director*
Robert Leach, *chief engineer*
Lynn Geil, *sports director*

Services: News UP. Live studios, number

2, size of largest 60′ x 40′, number live cameras 3. Remote equipment: mobile unit complete with microwave, number remote cameras 3 RCA.

Film & ID: 2 16 mm film projectors; 1 2x2 Telejector; 2 2x2 Selectro Slide slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $250 plus 15%, film $250. Minute spot live $50 plus 15%, film $50. ID rate $25.

Las Vegas: KSHO-TV

Ch. 13. Owned by Moritz Zenoff. Address: Fremont Hotel. Phone: DUdley 4-7425. Authorized eff. rad. pow.: visual .436 kw, aural .218 kw. Operating pow.: visual .436 kw, aural .218 kw. Am station KBMI Henderson. Began operating May 4, 1956.

Representatives: National Forjoe-TV, Inc., Las Vegas attorney David Zenoff, consulting engineers Grant R. Wrathall.

Stockholders: Moritz Zenoff (100%). Mr. Zenoff also publishes Nevada weeklies Boulder City News and Henderson Home News (KBMI). Sale of 50% to Wilbur Clark, owner of Desert Inn, Las Vegas, pending FCC approval.

Executives:
Moritz Zenoff, *owner*
Jim Hawthorne, *operations, program & film manager*
Bob Gardner, *sales manager*
Erv Greene, *chief engineer*

Reno: KOLO-TV

Ch. 8. Owned by Nevada Radio-Television, Inc. Address: 770 East 5th. Phone: FAirview 3-0721. Authorized eff. rad. pow.: visual 11.53 kw, aural 6.05 kw. Operating pow.: visual 11.53 kw, aural 6.05 kw. Networks: CBS (prim.), ABC, NBC. Am station KOLO. Began operating September 26, 1956. Interconnected.

Representatives: National John E. Pearson Television, Inc., regional Nevada Network, Inc. (Reno), Washington attorneys Haley, Doty & Wollenberg, consulting engineers Robert L. Hammett.

Stockholders: Donald W. Reynolds; Southwestern Publishing Company, Las Vegas.

Executives:
Donald W. Reynolds, *president*
Harry Huey, *general & commercial manager*
Ed Cardinal, *program, news & farm director*
Thos. Hughes, *chief engineer*
Russ Sheldon, *sports director*

Services: News AP, CBS. Live studios, number 1, size of largest 50′ x 50′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 2 Spindler & Sauppe slide projectors, 2″ slides. Film should be sent to Tom Rowe. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $360, film $300. Minute spot live $72, film $60. ID rate $30.

NEW HAMPSHIRE

Manchester: WMUR-TV

Ch. 9. Owned by The Radio Voice of New Hampshire, Inc. Address: 1819 Elm st. Phone: NAtional 3-8061. Authorized eff. rad. pow.: visual 282 kw, aural 155 kw. Operating pow.: visual 282 kw, aural 155 kw. Networks: ABC (prim.), CBS, NBC. Began operating March 28, 1954. Interconnected.

Representatives: National Forjoe-Tv, Inc., Washington attorneys Miller & Schroeder, consulting engineers Gautney & Jones.

Stockholders: Francis P. Murphy, president & treasurer (100%).

Executives:
Francis P. Murphy, *president*
Norman A. Gittleson, *executive vice president & general manager*
Gordon E. Moore, *sales manager*
William C. White, *administrative assistant*
William A. Gildersleeve, *program director*
Charles Halle, *chief engineer*
Tom Power, *news director*
Gus Bernier, *farm director*
Ernie Saunders, *sports director*

Services: News, UP. Live studios, number 2, size of largest 25′x35′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 special opaque projector, slide size 3x4 to 8x10; 2 2x2 slide projectors, slide size 1⅛ x$^{27}/_{32}$. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Bridgamatic Jr. 16mm processor.

Rates: Class A one hour live $600, film $600. Minute spot live available on request, film $120. ID rate $60.

Mt. Washington: WMTW (See Poland Spring, Me.)

NEW JERSEY

Newark-New York: WATV

Ch. 13. Owned by Bremer Broadcasting Corp. Address: Television Center, 1020 Broad st., Newark; sales office: 575 Madison ave., N.Y. Phone: MItchell 2-6400, Newark; PLaza 5-1331, New York. Authorized eff. rad. pow.: visual 180 kw, aural 105 kw. Operating pow.: visual 180 kw, aural 105 kw. Am & fm stations WAAT. Began operating January 27, 1948.

Representatives: National Forjoe TV, Inc., Washington attorneys Segal, Smith & Hennessey.

Stockholders: Matthew B. Rosenhaus, chairman (10.38%); Irving R. Rosenhaus, president (21.66%); Frank V. Bremer, vice president (4.44%); Edmund S. Lennon, vice president; Emanuel Pollack, secretary (12.96%); Jerome Cossman, treasurer; Marcia Brezin (12.96%); Morton Pollack (12.96%); Sarah Rosenhaus (10.83%); 4 others, none owning more than 4.44%.

Executives:
Irving R. Rosenhaus, *president & general manager*
Frank V. Bremer, *vice president in charge of engineering*
Edmund S. Lennon, *vice president*
Edward L. Cossman, *director of sales*

STATIONS: NEV.-N. H.-N. J.-N. M.

Sydney Kavaleer, *tv sales manager*
Herb Green, *program coordinator*
George Green, *program director*
William Davis, *merchandising director*
Robert Paskow, *film director*
Ralph Amatrudi, *art director*
Grace Reese, *traffic director*
Robert Macdougall, *director of educational activities*
Lou Frankel, *sales promotion & publicity director*
Henry Dabrowski, *technical engineering director*

Rates: Class A one hour live $1,250, film $1,250. Minute spot live $250, film $250. ID rate $125.

NEW MEXICO

Albuquerque: KGGM-TV

Ch. 13. Owned by New Mexico Broadcasting Company. Address: 1414 Coal ave., S.W. Phone: 3-4543. Authorized eff. rad. pow.: visual 11.25 kw, aural 5.6 kw. Operating pow.: visual 2 kw, aural 1 kw. Networks: CBS (prim.). Am station KGGM. Began operating October 4, 1953. Interconnected.

Representatives: National Weed Television Corp. Washington attorneys Dempsey & Koplovitz, consulting engineers A. Earl Cullum Jr.

Stockholders: A. R. Hebenstreit (62.2%); S. P. Vidal (21%); Senator Clinton P. Anderson (5.6%); Maurice Liberman (5.6%); Gallup Gamerco Coal Company (5.6%).

Executives:
A. R. Hebenstreit, *president & general manager*
R. C. (Dusty) Rhoads, *commercial manager*
Robert Van Driel, *program director*
Leonard F. Dodds, *chief engineer*
Jack West, *news director*
Jim Laramore, *farm director*
Vergie Abeyta, *women's director*
Larry Edwards, *sports director*
Peg Coleman, *home economics*
Jim Morley, *film editor*

Services: News AP, CBS-TV News Film. Live studios, number 2, size of largest 50′x36′, number live cameras 2 16 mm.

Film & ID: 2 16 mm film projectors; 2x2 tape or metal mounted (tape preferred). Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class AA one hour live $300. Minute spot live $60. ID rate $30.

Albuquerque: KOAT-TV

Ch. 7. Owned by Alvarado Television Company, Inc. Address: 122 Tulane S.E. Phone: 5-8716. Authorized eff. rad. pow.: visual 87 kw, aural 43.55 kw. Operating pow.: visual 87 kw, aural 43.55 kw. Networks: ABC (prim.). Began operating October 3, 1953. Non-interconnected.

Representatives: National George P. Hollingbery Co., regional Clarke Brown Co. (South), Washington attorneys Cohn & Marks, consulting engineers John H. Mullaney.

STATIONS: N. M.-N. Y.

Stockholders: Alvarado Broadcasting Company (32.659%); Benjamin G. Raskob (16.147%); Francis A. Peloso (12.917%); Dr. M. K. Wylder (9.68%); others.

Executives:
A. M. Cadwell, *president*
Walter J. Stiles, *executive vice president, assistant secretary-treasurer & general manager*
William T. Wylder, *assistant general manager*
Jerry Burns, *commercial manager*
Judy Lawton, *program director*
Roland Yount, *director of engineering*
Ben Caine, *news director*
Barbara Curran, *Women's director*
Gene Osborn, *sports director*

Services: News UP. Live studios, number 2, number live cameras 2. Remote equipment available, number remote cameras 1.

Film & ID: 2 16 mm film projectors; 2 2x2 tape or metal mounted slide projectors, safe viewing area standard dimensions; 2 4x5 Balops. Film should be sent to Operations Desk. Film required 24 hrs. before telecast. Film editing services.

Color Equipment: network, slides.

Rates: Class A one hour live $250, film $250. Minute spot live $35. ID rate $15.

Albuquerque: KOB-TV

Ch. 4. Owned by Albuquerque Broadcasting Co. Address: 1430 Coal ave., S.W. Phone: 3-4411. Authorized eff. rad. pow.: visual 10.2 kw, aural 5.13 kw. Operating pow.: visual 10.2 kw, aural 5.13 kw. Networks: NBC (prim.). Am station KOB. Began operating October 1948. Interconnected.

Representatives: National The Branham Co., regional Great Western Network, Washington attorneys Pierson, Ball & Dowd, consulting engineers George C. Davis.

Stockholders: Time, Inc. (50%); Wayne Coy, president & treasurer (50%).

Executives:
Wayne Coy, *president & general manager*
George S. Johnson, *vice president & chief engineer*
Rolf S. Nielsen, *commercial manager*
Dallas Wyant, *promotion manager*
Al Jarrett, *program-production supervisor*
Dorothy B. Smith, *sales co-ordinator*
George Morrison, *news-sports director*
Marge White, *women's director*

Services: News UP. Live studios, number 2, size of largest 50'x30', number live cameras 3.

Remote Equipment: complete remote unit, number remote cameras 2.

Film & ID: 2 RCA 16D film projectors; 2 Selectroscope slide projectors. Film should be sent to Bill Williams, Film Director. Film required 24 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services, fully equipped photo lab to process and project negative film; 2 complete sound on film cameras.

Color Equipment: network.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Carlsbad: KAVE-TV

Ch. 6. Owned by Voice of the Caverns, Inc. Address: 2907 W. Church st. Phone: TUxedo 5-4101. Authorized eff. rad. pow.: visual 12 kw, aural 6 kw. Operating pow: visual 12 kw, aural 6 kw. Networks: CBS (prim.). Am station KAVE. Began operating August 24, 1956.

Representatives: National The Branham Co., Washington attorneys Philip M. Baker, consulting engineers John H. Battison.

Stockholders: Nancy H. Battison, president (76%); Charles D. Cole, vice president (3%); Edward P. Talbott—chief engineer of KROD-TV El Paso—(16%); Philip M. Baker (5%).

Executives:
N. H. Battison, *president*
John H. Battison, *general manager*
Ed Teer, *manager*
Jack Rathbun, *program director*
Bill Carnahan, *chief engineer*
Bob Fuller, *news director*
Beth Fuller, *women's director*
Don Hurted, *sports director*

Services: News AP. Live studios, number 1. size of largest 30'x30', number of live cameras 1.

Remote Equipment: 1 camera chain.

Film & ID: 2 16 mm film projectors; slide projectors, 2x2. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 7 days. Film editing services; 16 mm.

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $30. ID rate $15.

Roswell: KSWS-TV

Ch. 8. Owned by John A. Barnett. Address: P. O. Box 670. Phone: MAin 2-6450. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC (prim.), CBS, ABC. Am station KSWS. Began operating June 24, 1953. Interconnected.

Representatives: National The Meeker Co., Inc., regional Clyde Melville (southwest), Washington attorneys Koteen & Burt, consulting engineers Gautney & Jones.

Stockholders: John A. Barnett (100%).

Executives:
John A. Barnett, *owner & general manager*
W. L. Shackelford, *assistant general manager*
Paul B. McEvoy, *sales director, film buyer & promotion manager*
Ray Summersgill, *chief engineer*

Services: News AP. Live studios, number 3, size of largest 50' x 60', number live cameras 2 Federal camera chains.

Film & ID: 1 TSC film camera: 2 GPL film projectors; 1 Federal slide projector.

Rates: Class A one hour live $250, film $250. Minute spot live $50, film $50. ID rate $25.

NEW YORK

Albany: WCDA

Ch. 41. Owned by Hudson Valley Broadcasting Company, Inc. Address: P. O. Box 4100. Zone 4. Phone: 3-2225, Albany; BRidge 1-2345, Troy. Authorized eff. rad. pow.: Visual 269 kw, aural 138 kw. Operating pow.: visual 269 kw, aural 138 kw. Networks: CBS (prim.). Am station WROW. Began operating October 14, 1953.

Representatives: National Harrington, Righter & Parsons, Inc., Washington attorneys Hogan & Hartson, consulting engineers Frank H. McIntosh & Assoc.

Stockholders: Lowell Thomas (21.11%); Frank M. Smith (18.07%); Alger B. Chapman (7.95%); Dean P. Taylor (4.97%); John P. McGrath (7.21%); William J. Casey (4.51%); Louis H. Gross (4.33%); John P. Sawyer (3.15%); remainder held by 29 others, none owning more than 3%. Station also operates WCDB Hagaman, N. Y. Frank M. Smith owns 1/3 of tv applicant for Baton Rouge, La.

Executives:
Frank M. Smith, *president & managing director*
Thomas S. Murphy, *general manager*
William J. Lewis, *sales manager*
Harry L. Goldman, *promotion & merchandising manager*
Charles G. Pogan, *director of operations*
Arthur Harris, *news director*
Charles R. Heisler, *chief engineer*

Rates: Class A one hour live $500, film $500. Minute spot live $100, film $100. ID rate $50.

Albany: WTRI

Ch. 35. Owned by Van Curler Broadcasting Corporation. Address: P. O. Box #4035. Zone 4. Phone: ALbany 5-5291; AShley 4-3414, Troy. Authorized eff. rad. pow.: visual 380 kw, aural 85.2 kw. Operating pow: visual 380 kw, aural 85.2 kw. Networks: ABC (prim.). Began operating June 15, 1956. Interconnected.

Representatives: National Venard, Rintoul & McConnell, Inc., Washington attorneys Arnold, Fortas & Porter, consulting engineers Lohnes & Culver.

Stockholders: Stanley Warner Corporation. (100%)

Executives:
S. H. Fabian, *president*
William A. Riple, *general manager*
Fred D. Shavor, *program director*
Stephen J. Stanley, *chief engineer*
Dave Sauter, *news & sports director*

Services: News UP. Live studios, number 2, size of largest 45'x65', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 Spindler & Sauppe slide projectors. Film should be sent to Fred D. Shavor, Program Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $400, film $400. Minute spot live $60, film $60. ID rate $30.

Binghamton: WNBF-TV

Ch. 12. Owned by Triangle Publications, Inc. Address: 1 Henry st. Phone: 3-7311. Authorized eff. rad. pow.: visual 167 kw, aural 83.5 kw. Operating pow.: visual 167 kw, aural 83.5 kw. Networks: CBS (prim.), ABC, NBC. Am station WNBF. Began operating December 1949. Interconnected.

Representatives: National Blair TV, Inc., Washington attorneys Lyon, Wilner & Bergson, consulting engineers Jansky & Bailey.

Stockholders: Walter H Annenberg & family (100%).

Executives:
George R. Dunham, *general manager*
Andrew G. Hubbell, *commercial manager*
Clark Pollack, *program director*
Sherman Egan, *chief engineer*

Services: News INS Facsimile. Live studios, number 2, size of largest 25' x 40', number live cameras 4. Remote equipment.

Film & ID: 3 16 mm film projectors; 1 4x5 rear screen projector and screen (standard requirements); 2 2x2 slide projectors, mask: 29/32x1 11/32, transmitted area: 27/32x 1 1/8. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs, artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $1,000, film $1,000. Minute spot live $225, film $225. ID rate $100.

Buffalo: WBEN-TV

Ch. 4. Owned by WBEN, Inc. Address: Hotel Statler. Zone 2. Phone: MOhawk 0930. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Am station WBEN. Began operating May 14, 1948.

Representatives: National Harrington, Righter & Parsons, Washington attorneys Spearman & Roberson, consulting engineers A. Earl Cullum.

Stockholders: Buffalo Evening News (100%).

Executives:
Alfred H. Kirchhofer, *president*
C. Robert Thompson, *general manager*
George R. Torge, *station manager*
N. J. Malter, *commercial manager*
Fred Keller, *program director*
Ralph J. Kingsley, *technical director*
Glenn Beerbower, *assistant technical director*
Joseph A. Haeffner, *publicity director*
James Christensen, *executive producer*

Services: News AP, UP, INS, Reuters. Live studios, number 2, size of largest 44'x22', number live cameras 2.

Remote equipment: complete mobile RCA equipment, number remote cameras 2.

Film & ID: 2 RCA 16 mm, 2 Eastman 16 mm, 1 Vidicon 16 mm film projectors; 2 35 mm 2x2 Spindler & Sauppe slide projectors, scanned area: 21x28 mm. Film should be sent to Quintin Renner Sr. Film required 24 hrs. before telecast; slides 24

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hrs., artwork 36 hrs. Complete film editing services.

Color Equipment: network, live, film, slides. 1 RCA studio color camera equipped with studio zoomar lens. 1 RCA Flying Spot camera for 2x2 slides. 1 RCA 3 Vidicon color camera, 16 mm RCA color film projector and Gray telojector for 2x2 slides.

Rates: Class A one hour live $950, film $950. Minute spot live $175, film $175. ID rate $90.

Buffalo: WBUF

Ch. 17. Owned by National Broadcasting Company, Inc. Address: Vars bldg., 344 Delaware ave. Zone 2. Phone: MOhawk 1733. Authorized eff. rad. pow.: visual 724 kw, aural 363 kw. Operating pow.: visual 149 kw, aural 79 kw. Networks: NBC (prim.). Began operating August 17, 1953.

Representatives: National NBC Spot Sales, New York attorneys Cahill, Gordon, Reindel & Ohl.

Stockholders: National Broadcasting Company, Inc. (100%).

Executives:
Charles C. Bevis, *general manager*
William B. Decker, *sales manager*
William L. Callaway, *business manager*
Alfred E. Jackson, *operations manager*
Frank Harms, *program manager*
Jack L. Begon, *director news & special events*

Color Equipment: network.

Rates: Class A one hour live $500, film $500. 20 second spot live $80, film $80. ID rate $40.

Buffalo: WGR-TV

Ch. 2. Owned by WGR Corporation. Address: 184 Barton st. Zone 13. Phone: SUmmer 7115. Authorized eff. rad. pow.: visual 100 kw, aural 66.1 kw. Operating pow.: visual 100 kw, aural 66.1 kw. Networks: ABC (prim.), CBS. Am station WGR. Began operating August 14, 1954. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Pierson, Ball & Dowd, consulting engineers George C. Davis.

Stockholders: George F. Goodyear (11.56%); J. Fred Schoellkopf IV (11.32%); Paul Schoellkopf Jr. (8.87%); Seymour H. Knox & Sons (12.18%).

Executives:
George F. Goodyear, *chairman of the board & president*
J. J. Bernard, *vice president & general manager*
G. Paschall Swift, *sales & promotion manager*
Van Beuren W. DeVries, *program director*
Karl B. Hoffman, *vice president in charge of engineering*
Mrs. Helen Neville, *women's director*
C. M. Kirtland, *business manager*
E. R. Kirshenstein, *chief accountant*
Frederick Buschmeyer, *production manager*

Services: News AP, INS, UP Facsimile, UP Movietone film, U. S. Weather Bureau. Live studios, number 1, size of largest 60'x45', number live cameras 3.

Film & ID: 4 RCA 16 mm film projectors; 2 projection chains; 2 2x2 tape or metal mounted slide projectors, scanning area: 27/32x1 1/8. Film should be sent to Film Editor. Film required 72 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services; Steinman tanks, 66 mm b&w or color film processing.

Color Equipment: network.

Rates: Class A one hour live $882.50, film $800. Minute spot live $150, film $140. ID rate $70.

Carthage: WCNY-TV (Watertown)

Ch. 7. Owned by The Brockway Co. Address: Arcade st. Phone: 410, studio; 2930, sales; 27, executive offices. Authorized eff. rad. pow.: visual 188 kw, aural 105 kw. Operating pow: visual 172.6 kw, aural 92.1 kw. Networks: CBS (prim.), ABC. Am stations WWNY Watertown; WMSA Massena. Began operating October 22, 1954. Interconnected.

Representatives: National Weed Television Corp. (U.S.), regional Andy McDermott Radio and TV Sales (Toronto and Montreal), Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers George C. Davis.

Stockholders: John B. Johnson, president & treasurer (75%); Catherine C. Johnson, vice president & secretary; estate of Jessie R. Johnson (25%).

Executives:
John B. Johnson, *president*
Louis Saiff Jr., *general manager*
James W. Higgins, *director of tv*
Alfred M. Tauroney, *commercial manager*
David M. Graves, *program manager*
Glenn H. Hall, *production manager*
Michael R. Yonkovig, *chief engineer*
William E. Haley, *news director*
Mrs. Dorothy Parr, *women's director*
John G. Case, *sports director*
Norma J. Pitkin, *national traffic*

Services: News UP. Live studios, number 1, size of largest 36'x36', number live cameras 1.

Film & ID: 16 mm film projector; 2x2 slide projector. Film should be sent to John LaLiberte. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $200, film $200. Minute spot live $51, film $40. ID rate $20.

Elmira: WTVE

Ch. 24. Owned by WTVE, Inc. Address: 159 Madison ave. Phone: 3-6624. Authorized eff. rad. pow.: visual 39 kw, aural 18 kw. Operating pow.: visual 7.9 kw, aural 4.2 kw. Networks: ABC (prim.). Began operating May 6, 1956.

Representatives: National Forjoe-TV Inc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Kear & Kennedy.

Stockholders: Thompson K. Cassel (35%); John S. Booth (25%); William W. Scranton (30%); Charles W. Perry (2½%); Josef Stein (2½%); Charles F. Kennedy (2½%); Bela C. Tifft (2½%).

Executives:
T. K. Cassel, *president & general manager*
Howard L. Green, *sales manager*
David G. Ridenour, *program director*
James Orre, *chief engineer*
Jack Dorn, *merchandising & promotion*

Services: News UP. Live studios, number 3, size of largest 35' x 50', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector; tape or metal mounted slides. Film should be sent to David G. Ridenour. Film required 24 hrs. before telecast; slides 48 hrs., artwork 52 hrs. Film editing services; negative and positive 16 mm film.

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $30. ID rate $15.

Elmira: WSYE-TV

Ch. 18. Satellite of WSYR-TV Syracuse.

Hagaman: WCDB

Ch. 29. Satellite of WCDA Albany.

New York: WABC-TV

Ch. 7. Owned by American Broadcasting Co., a Division of American Broadcasting-Paramount Theatres, Inc. Address: 7 West 66 st. Zone 23. Phone: SUsquehanna 7-5000. Authorized eff. rad. pow.: visual 110 kw, aural 55 kw. Operating pow.: visual 110 kw, aural 55 kw. Networks: ABC (prim.). Am station WABC. Began operating August 10, 1948. Interconnected.

Representatives: National Blair-TV, Washington attorneys McKenna & Wilkinson, consulting engineers Kear & Kennedy.

Stockholders: ABC (100%). Licensee owns chain of theatres throughout U.S.; also owns following broadcast stations in addition to operating ABC Network: WABC-AM-FM-TV New York; WBKB, WENR-FM Chicago; WXYZ-AM-FM-TV Detroit; KGO-AM-FM-TV San Francisco; KABC-AM-FM-TV Los Angeles; WLS Chicago (44.4%); WSMB New Orleans (50%).

Executives:
Leonard H. Goldenson, *president AB-PT & acting president of ABC*
Robert L. Stone, *general manager*
Joseph Stamler, *sales manager*
George C. Rice, *program director*
G. Edward Hamilton, *chief engineer*
Gordon Kunz, *production manager*

Services: News AP, INS. Live studios, number 2, size of largest 26' x 33', number live cameras 7. Remote equipment: 3 mobile units, number remote cameras 10.

Film & ID: 3 film camera chains; 4 16 mm & 2 35 mm film projectors; 3 2x2 tape mounted slide projectors, safe viewing area: 23/32x15/16. Film should be sent to Takashi Kako, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class AA one hour live $4,150, film $4,150. Minute spot live $750, film $750. ID rate $450.

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Representatives:

PETERS, GRIFFIN, WOODWARD, Inc.

STATIONS: NEW YORK

New York: WABD

Ch. 5. Owned by Du Mont Broadcasting Corp. Address: 205 E. 67th st. Phone: LEhigh 5-1000. Authorized eff. rad. pow.: visual 37.1 kw., aural 18.6 kw. Operating pow.: visual 37.1 kw, aural 18.6 kw. Began operating May 2, 1944.

Representatives: National Paul H. Raymer Co., Inc.

Stockholders: Paramount Pictures Corp. (26.6%); Allen B. Du Mont (1.6%); Carl M. Loeb Rhoades & Company (8%); Merrill Lynch, Pierce, Fenner & Beane (2.3%); Carothers & Clark (1.7%); Rule & Company (1.5%); Hurley & Company (1.2%); others, none owning more than 1%.

Executives:
Ted Cott, *vice president & general manager, owned & operated stations*
Lewis E. Arnold, *executive assistant to the vice president*
Bennett Korn, *vice president, sales*
William J. Adler, *sales manager*
John Kieran Jr., *director of programming*
Walter B. Bruce, *merchandising director*
Merle Bredwell, *film production manager*
A. D. Smith Jr., *director of engineering*
Ida Antonazzi, *sales service manager*
Ted Yates Jr., *news & special events director*

Color Equipment: network, film, slides.

Rates: Class A one hour live $2,200, film $2,200. Minute spot live $500, film $500. ID rate $212.50.

New York: WATV (See Newark)

New York: WCBS-TV

Ch. 2. Owned by Columbia Broadcasting System Inc. Address: 485 Madison ave. Zone 22. Phone: PLaza 1-2345. Authorized eff. rad. pow.: visual 42 kw, aural 21 kw. Operating pow.: visual 42 kw, aural 21 kw. Networks: CBS (prim.). Am station WCBS. Began operating July 1, 1941. Interconnected.

Representatives: National CBS Television Spot Sales, Washington attorneys Rosenman, Goldmark, Colin & Kaye, CBS Television General Engineering Department engineers.

Stockholders: Columbia Broadcasting System Inc. (100%).

Executives:
Dr. Frank Stanton, *president (CBS, Inc.)*
Merle S. Jones, *president, CBS Television Division*
Craig Lawrence, *vice president, CBS Television Division, in charge of company owned stations*
Sam Cook Digges, *general manager (WCBS-TV)*
Frank Shakespeare, *general sales manager*
Clarence Worden, *assistant to the general manager*
Hal Hough, *program director*
Robert G. Thompson, *television director (CBS) technical operations*
Robert G. Patt, *advertising & sales promotion manager*
William C. Lacey, *manager of film department*
Dan Gallagher, *assistant program director & production manager*
Robert Fuller, *publicity director*
Marion Lonsberry, *operations manager*

Services: News AP, UP, INS, CBS Television Newsfilm. Live studios, number 17, size of largest 98'x100', number live cameras 69. Remote equipment: 4 microwave links, 2 remote buses, 6 wireless mikes, number remote cameras 9.

Film & ID: 9 35 mm, 7 16 mm film projectors; 5 Telop slide projectors; safe copy area 2¼x3¼ on 4x5 double weight photographic paper. Film should be sent to WCBS-TV Operations Desk. Film required 5 days before telecast; slides 5 days, artwork 2 weeks. Film editing services.

Color Equipment: network, live, film slides (2x2 transparent).

Rates: Class A one hour live $7,500, film $7,500. Minute spot live $1,500, film $1,500. ID rate $750.

New York: WOR-TV

Ch. 9. Owned by RKO Teleradio Pictures, Inc. Address. 1440 Broadway. Zone 18. Phone: LOngacre 4-8000. Authorized eff. rad. pow.: visual 130 kw, aural 65 kw. Operating pow.: visual 130 kw, aural 65 kw. Am & fm stations WOR. Began operating October 5, 1949.

Representatives: National H-R Television, Inc., Washington attorneys Pierson, Ball & Dowd.

Stockholders: Owned by General Tire & Rubber Company, Inc. (100%). RKO Teleradio Pictures, Inc. is majority stockholder of Mutual Broadcasting System, owning RKO Radio Pictures, Inc. and the following: WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, WHBQ-AM-TV Memphis, and WEAT-AM-TV West Palm Beach, Fla. RKO Teleradio Pictures, Inc. also operates the Don Lee Network on the west coast and Yankee Network in New England.

Executives:
T. F. O'Neil, *president*
Gordon Gray, *executive vice president & general manager*
William P. Dix Jr., *commercial manager*
George Brown, *news director*
Ivan Reiner, *program director*
Harry Tilley, *chief engineer*

Services: News UP, INS, Reuters. Live studios, number 2, size of largest 48' x 36', number live cameras 12. Remote equipment: mobile unit, 2 microwave links, number remote cameras 10 included.

Film & ID: 2 35 mm, 3 16 mm film projectors; rear screen, animatic, telejector; telop slide projectors. Film should be sent to Dan German. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; 16 mm and 35 mm safety film.

Rates: Class A one hour live $2,000, film $2,000. Minute spot live $500, film $500. ID rate $200.

New York: WPIX

Ch. 11. Owned by WPIX, Inc. Address 220 East 42nd st. Phone: MUrray Hill 2-6500. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Began operating June 15, 1948.

Representatives: National Peters, Griffin, Woodward, Inc. Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers A. D. Ring & Assoc.

Stockholders: Same as New York News. Interlocking ownership with WGN-TV Chicago (Chicago Tribune).

Executives:
F. M. Flynn, *president*
Fred M. Thrower, *vice president & general manager*
Leavitt J. Pope, *assistant general manager & operations manager*
John A. Patterson, *sales manager*
Albert Hartigan, *program manager*
W. Engels, *news & special events manager*
O. S. Freeman, *chief engineer*
T. E. Mitchell, *controller*
T. P. Robinson, *sales business manager*
K. Culverhouse, *sales promotion & research manager*
L. Hollingsworth, *Public relations & publicity manager*

Services: News UP, Fox. Live studios, number 3, size of largest 30'x50', number live cameras 6. Remote equipment: number remote cameras 8.

Film & ID: 3 16 mm, 3 35 mm film projectors; 3 2x2 Telejectors, 2 16 mm Animatic slide projectors, standard WPIX Specs. Film should be sent to WPIX Operations. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $1,750, film $1,750. Minute spot live $425, film $425. ID rate $135.

New York: WRCA-TV

Ch. 4. Owned by National Broadcasting Company, Inc. Address: 30 Rockefeller Plaza. Zone 20. Phone: CIrcle 7-8300. Authorized eff. rad. pow.: visual 25.7 kw, aural 12.9 kw. Operating pow: visual 25.7 kw, aural 12.9 kw. Networks: NBC (prim.). Am & fm stations WRCA. Began operating July 1, 1941.

Representatives: National NBC Spot Sales, New York attorneys Cahill & Gordon, Reindel & Ohl.

Stockholders: NBC is wholly owned subsidiary of RCA.

Executives:
Thomas B. McFadden, *vice president & general manager*
William N. Davidson, *station manager*
Fred Acker, *business affairs manager*
Sherman C. Hildreth, *technical operations manager*
Jay J. Heitin, *sales director*
James Barry, *sales manager*
Stanford Levy, *sales facilities coordinator*
Stevens Krantz, *program manager*
William A. Berns, *news & special events director*
Peter Affe, *studio operations manager*
Max E. Buck, *director of promotion, advertising & merchandising*

Pegeen Fitzgerald, *retail merchandising manager*
Don Bishop, *director of publicity*
John O'Keefe, *publicity manager*
Alvin Perlmutter, *special projects, news & special events manager*
Albert Odeal, *film director*

Color Equipment: network, live, film, slides.

Rates: Class A one hour $4,500. 20 second spot $1,100. ID rate $550.

Plattsburgh: WPTZ

Ch. 5. Owned by Rollins Broadcasting-Telecasting of N. Y., Inc. Address: Moore bldg., Rehoboth Beach, Del. Phone: 3070. Authorized eff. rad. pow.: visual 20 kw, aural 12 kw. Networks: ABC, NBC. Began operating December 8, 1954 (as WIRI).

Representatives: National Hoag-Blair Co., regional Andy McDermott (Canada), Washington attorneys Cohn & Marks, consulting engineers Russell Chambers.

Stockholders: Rollins Broadcasting-Telecasting of N. Y., Inc. O. Wayne Rollins (60%); John W. Rollins, lieutenant-governor of Del. (45%); Katherine E. Rollins —wife of John W.—(5%); Mr. Rollins also operates WJWL Georgetown, Del., WAMS Wilmington, Del., WRAP Norfolk, Va., WNJR Newark, N. J., WBEE Harvey, Ill., and holds CP for WIRI-AM in Indianapolis and has am application pending for Philadelphia. He also owns Rollins Electronics Company, Lewes, Del.

Executives:
George BarrenBregge, *general manager*
Albert LaFrance, *sales manager*
Carl Stohn Jr., *production director*
James H. Sharman, *chief engineer*
Gerald A. Rushford, *comptroller*

Services: News AP, UP Unifax. Live studios, number 1, size of largest 40'x40', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 standard slide projectors. Film should be sent to Operations Desk.

Rates: Class A one hour live $300. Minute spot live $60. ID rate $30.

Rochester: WROC-TV

Ch. 5. Owned by Transcontinental Television Corp. Address: 201 Humboldt st. Zone 3. Phone: BUtler 8-8400. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 17 kw, aural 8.51 kw. Networks: NBC (prim.), ABC. Began operating June 11, 1949. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Covington & Burling.

Stockholders: Paul A. Schoellkopf Jr. (12.5%); J. Fred Schoellkopf IV (12.5%); David Forman (12.5%); General Railway Signal Corp. (50%).

Executives:
David C. Moore, *president*
William Fay, *vice president & general manager*
J. W. Kennedy Jr., *assistant general manager*
Charles W. Siverson, *program director*
Kenneth J. Gardner, *chief engineer*
Armin N. Bender, *sales manager*
Jack Hooley, *news director*
Ann Rogers, *women's director*

Services: News AP. Live studios, number 3, size of largest 42'x44', number live cameras 6. Remote equipment: complete mobile unit, number remote cameras 3.

Film & ID: 2 Eastman Kodak 16 mm film projectors; 2 automatic 2x2 slide projectors, transmitted picture: 1 1/8x27/32. Film should be sent to David D. Manning. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $800, film $700. Minute spot live $185, film $160. ID rate 50%—one time rate.

Rochester: WHEC-TV

Ch. 10. Owned by WHEC, Inc. Address: 40 Franklin st. Phone BAker 6740. Authorized eff. rad. pow.: visual 123 kw, aural 66.1 kw. Operating pow.: visual 123 kw, aural 66.1 kw. Networks: CBS, ABC. Am station WHEC. Began operating November 1, 1953.

Representatives: National Everett-McKinney, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: Gannett Company, Inc. (100%). Gannett Company owns chain of N. Y. newspapers and radio WENY Elmira, and has minority interest in WHDL Olean, N. Y. WHEC-TV shares time with WVET-TV.

Executives:
Frank E. Gannett, *president*
Glover DeLaney, *vice president & general manager*
Lowell MacMillan, *assistant general manager*
LeMoine C. Wheeler, *general sales manager*
William Adams, *program director, promotion manager & news editor*
Warren Wightman, *production director*
James Reidenbach, *film director*
Dorothy Cotton, *women's program director*
R. K. Blackburn, *technical director*

Color Equipment: network.

Rates: Class A one hour live $780, film $700. Minute spot live $160, film $160. ID rate $80.

Rochester: WVET-TV

Ch. 10. Owned by Veterans Bcstg. Co. Address: 17 Clinton ave., South. Zone 4. Phone: HAmilton 4820. Authorized eff. rad. pow.: visual 123 kw, aural 66.1 kw. Operating pow: visual 123 kw, aural 66.1 kw. Networks: CBS (prim.), ABC. Began operating November 1, 1953. Interconnected.

Representatives: National The Bolling Co., Inc., Washington attorneys Spearman & Roberson, consulting engineers Page, Creutz, Steel & Waldschmitt.

Stockholders: E. R. Lyke (6.7%); H. W. Bennett (4.8%); W. B. Maillefert (4.8%); Hal James (4.8%); F. W. Geib (3.8%); John S. Houseknecht (3.4%); Frank W. Lovejoy (3%); and others.

Executives:
Ervin F. Lyke, *president & general manager*
Arthur Murrellwright, *general sales manager*
Paul C. Louther, *vice president and program director*

Raymond Jobes, *chief engineer*
Tom Decker, *news editor*
Art Cook, *film buyer*
Don Kallock, *promotion manager*

Services: News UP. Live studios, number 1, size of largest 30'x35', number live cameras 2 GE.

Film & ID: 2 GE Eastman Syncrolite & 1 DuMont Cinecon film projectors; 1 Telojector, GE Balop, 1 DuMont 2x2 slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, station built developer & dryer; Blue Base reversal 16 mm film.

Color Equipment: network.

Rates: Class A one hour live $780, film $700. Minute spot live $180, film $160. ID rate $80.

Schenectady: WRGB (Albany-Troy)

Ch. 6. Owned by General Electric Co. Address: 1 River rd. Zone 5. Phone: FR 7-2261. Authorized eff. rad. pow.: visual 93.3 kw, aural 46.8 kw. Operating pow.: visual 93.3 kw, aural 46.8 kw. Networks: NBC. Am station WGY. Began commercial operation December 1, 1947.

Representatives: National NBC Spot Sales, Washington attorneys Segal, Smith & Hennessey, Jansky & Bailey consulting engineers.

Stockholders: General Electric Co. (100%).

Executives:
Robert B. Hanna, Jr., *manager General Electric Broadcasting stations department*
Raymond W. Welpott, *manager WRGB television*
Robert F. Reid, *sales manager*
Albert G. Zink, *program manager & film buyer*
Willard J. Purcell, *engineering manager*
Caleb Paine, *station services manager*
James Q. Cobb, *promotion & publicity manager*
Lansing Christman, *news broadcasting director*

Services: News AP, UP, CBS Newsfilm. Studios, number 2, size of largest 47'x38', number live cameras 6 GE cameras chains. Remote equipment: 1 GE mobile unit.

Film & ID: 2 GE film cameras; 3 GE film projectors; 2 Selectroslide, Jr. slide projectors; 2x2 ID's.

Color Equipment: network.

Rates: Class A one hour live $1,100, film $1,100. Class AA minute spot live $210, film $210. ID rate $105.

Syracuse: WHEN-TV

Ch. 8. Owned by Meredith Syracuse Television Corporation. Address: 101 Court st. Zone 8. Phone: 74-5711. Authorized eff. rad. pow.: visual 204 kw, aural 100 kw. Operating pow.: visual 20 kw, aural 10 kw. Networks: CBS (prim.), ABC. Am station WHEN. Began operating December 1, 1948. Interconnected.

Representatives: National Katz Agency,

Inc., Washington attorneys Haley, Doty & Wollenberg.

Stockholders: Meredith Publishing Company (100%).

Executives:
E. T. Meredith Jr., *president*
Paul Adanti, *vice president & general manager*
Frederick Menzies, *commercial manager*
Gordon Alderman, *program director*
Donald Langham, *technical operations supervisor*
Albert Chismark, *station engineer*
Ray Owens, *news & sports director*
Jean Daugherty, *sustaining service director*
Kay Larson, *women's director*
Edmund Herr, *commercial service director*
Robert Peel, *promotion manager*
Fred Beck, *tv production supervisor*

Services: News UP. Live studios, number 2 main & kitchen, size of largest 35'x50', number live cameras 4. Remote equipment: associated, mobile unit, Chevrolet panel truck, number remote cameras 4.

Film & ID: 2 RCA TP 16D 16 mm film projectors; 2 Spindler & Sauppe Selectroslide Jr. slide projectors, 2x2 slides. Film should be sent to Edmund Herr. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, Mason tank; 16 mm processing.

Color Equipment: network.

Rates: Class A one hour live $720 plus talent & production, film $700. Minute spot live $180, film $160. ID rate $70.

Syracuse: WSYR-TV

Ch. 3. Owned by Central New York Broadcasting Corp. Address: 224 Harrison st. Zone 2. Phone: 3-7111. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw. aural 50 kw. Networks: NBC (prim.). ABC. Am station WSYR. Began operating February 15, 1950. Interconnected.

Representatives: National Harrington, Righter & Parsons, Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: Edmund R. Vadeboncoeur, president; Mitzi E. Newhouse, vice president & secretary (4%); William V. Rothrum, vice president; Samuel I. Newhouse (87%); Samuel I. Newhouse Jr. (4%); Donald E. Newhouse (4%). Interlocking ownership with Newhouse newspapers.

Executives:
E. R. Vadeboncoeur, *president & general manager*
William V. Rothrum, *vice president*
William R. Alford Jr., *commercial manager*
E. James McDonald, *program director*
Albert Eicholzer, *chief engineer*
Fred Hillegas, *news director*
Robert F. Doubleday, *farm director*
Kay Russell, *women's director*
William O'Donnell, *sports director*

Services: News UP. Live studios, number 2, size of largest 40'x40', number live cameras 5. Remote equipment: mobile unit, microwave, number remote cameras 2 RCA chains.

Film & ID: 3 16 mm film projectors; 2 2x2, 2 3x4 slide projectors. Film should be sent to Lois Clayton, Traffic Manager. Film required 72 hrs. before telecast; slides 72 hrs, artwork 72 hrs. Film editing services, Bridgematic, negative and positive.

Color Equipment: network, film, slides.

Rates: Class A one hour live $900, film $900. Minute spot live $175, film $175. ID rate $87.50. 10% originating charge for color.

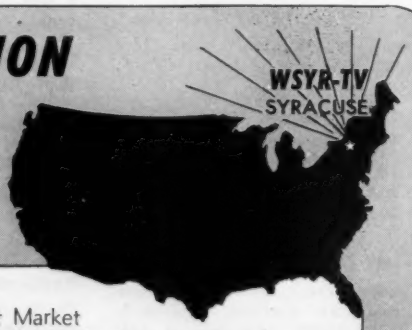
Utica: WKTV

Ch. 13. Owned by Copper City Broadcasting Corp. Address: Smith Hill rd. Phone: UTica 3-0404. Authorized eff. rad. pow.: visual 186 kw, aural 100 kw. Operating pow.: visual 186 kw, aural 100 kw. Networks: ABC, CBS, NBC. Am station WKAL Rome, N. Y. Began operating December 1, 1949.

Representatives: National Donald Cooke, Inc., Washington attorneys Hogan & Hartson, consulting engineers George P. Adair Engineering Co.

Stockholders: Same as Kallet Theatres, Inc. (movie chain), Myron J. Kallet, president (56%); William T. MacNeilly, executive vice president & treasurer (1.66%); Robert M. Kallet, vice president (1.66%); Joseph S. Kallet, secretary (6.6%); Eva W. Zophy, assistant treasurer (.83%); Penn

THE SUPERIOR STATION IN AMERICA'S BEST TEST MARKET



SYRACUSE has been ranked AMERICA'S No. 1 Test Market in a survey by Selling Research Inc. The ranking is **authentic** because it is based on an audited study of 503 test campaigns by national advertisers over a period of nine years. WSYR-TV has achieved superiority by consistently maintaining **better** facilities . . . **better** local program features . . . **better** customer services. These important, **authentic** advantages give WSYR-TV its distinctive leadership not only in Syracuse, but throughout the $2 billion Central New York market which it serves.

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc.

WSYR-TV CHANNEL 3

100 KW SYRACUSE, N. Y. NBC

State Realty (25%); Sidney J. Kallet (4.06%); 3 others, none owning over 1.66%.

Executives:
Myron J. Kallet, *president*
William T. MacNeilly, *executive vice president*
Michael C. Fusco, *general manager & commercial manager*
Frank Grunewald, *promotion manager*
DeForest T. Layton Jr., *chief engineer*

Color Equipment: network.

Rates: Class A one hour live $550. Minute spot live $100. ID rate $40.

NORTH CAROLINA

Asheville: WISE-TV

Ch. 62. Owned by WISE-TV, Inc. Address: 100 Lookout Rd. Phone: 3-5381. Authorized eff. rad. pow.: visual 26 kw, aural 13 kw. Networks: NBC, CBS. Am station WISE Began operating July 5, 1953.

Representatives: National The Bolling Co., Inc. Washington attorneys Krieger & Jorgensen, consulting engineers George C. Davis.

Stockholders: Harold H. Thoms, president & treasurer (99%); Meredith S. Thoms, secretary (1%). Mr. Thoms owns 25% interest in radio WAYS Charlotte and with his wife, M. S. Thoms, controls WCOC Greensboro & WEAM Arlington, Va., and is an applicant in Marshall and Wilmington, N. C.

Executives:
Harold H. Thoms, *president & general manager*
J. J. Master, *sales manager, program director & promotion manager*
John Randolph, *chief engineer*

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $30. ID rate $15.

Asheville: WLOS-TV

Ch. 13. Owned by Skyway Broadcasting Company. Address: 288 Macon ave. Phone: 2-2431. Authorized eff. rad. pow.: visual 170 kw, aural 85 kw. Operating pow.: visual 170 kw, aural 85 kw. Networks: ABC (prim.). Am station WLOS. Began operating September 18, 1954. Interconnected.

Representatives: National Venard, Rintoul & McConnell, Inc., regional James S. Ayers Co. (southeast), Washington attorneys Spearman & Roberson, consulting engineers Page, Creutz, Garrison & Waldschmitt.

Stockholders: Charles M. Britt, president (12.215%); Charles B. Britt, vice president (13.89%); Joe H. Britt (16.848%); over 70 others, none owning over 6%. Asheville Citizen-Times Co. has option to purchase 31.25% of stock.

Executives:
G. Curtis Crump, *president*
Charles B. Britt, *executive vice president*
H. J. Britt, *regional sales manager*
Sterling Wright, *program director*
George Sprague, *chief engineer*
Fred Brown, *sports director*

Services: News UP Fax, News Wire. Live studios, number 3, size of largest 18'x25', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2x2 slide projector, scanned area: 27/32 x 1⅛, essential area: ⅝x29/32; or Balop cards 3x4 scanned (essential area: 2½x3¼) mounted on a 4x5 card. Film required 36 hrs. before telecast; slides 24 hrs., artwork 25 hrs. Film editing services, Morse tank, negative and reversal.

Color Equipment: network.

Rates: Class A one hour live $365, film $300. Minute spot live $58, film $50. ID rate $25.

Charlotte: WBTV

Ch. 3. Owned by Jefferson Standard Broadcasting Company. Address: 1 Jefferson place. Zone 8. Phone: EDison 3-8833. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Operating pow: visual 100 kw, aural 60.3 kw. Networks: CBS (prim.), ABC, NBC. Am station, WBT. Began operating July 15, 1949. Interconnected.

Representatives: National CBS-TV Spot sales, Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers A. D. Ring & Assoc.

Stockholders: Owned by Jefferson Standard Life Insurance Company (100%).

Executives:
Joseph M. Bryan, *president*
Charles H. Crutchfield, *executive vice president & general manager*
Kenneth I. Tredwell Jr., *vice president & managing director*
Wallace J. Jorgenson, *assistant managing director (sales)*
Lacy S. Sellers, *program manager*
Robert Rierson, *production manager*
Thomas E. Howard, *vice president of engineering*
John P. Dillon, *promotion manager*
Nelson Benton, *Carolina news director*
Betty Feezor, *women's director*
William A. Ward, *sports director*

Services: News AP, UP, Photofax, local news fax, CBS Newsfilm. Live studios, number 2, size of largest 40'x60', number live cameras 3 b&w, 1 color each studio. Remote equipment: RCA mobile unit, number remote cameras 2.

Film & ID: 2 RCA 3-V systems includes 4 16 mm film projectors, 2 2x2 slide projectors, utilizes both color and b&w slides and films. Films should be sent to Operations Desk for spot announcements, TV film Department for program film. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Hillsmatic, 16 mm film processing.

Color Equipment: network, live, film, slides, color opaques.

Rates: Class A one hour live $1,000 plus talent & production costs, film $1,000. Minute spot live $250, film $250. ID rate $125.

Durham: WTVD

Ch. 11. Owned by Durham Broadcasting Enterprises, Inc. Address: 1750 Newton rd. Phone: 2-2111. Authorized eff. rad. pow.: visual 316 kw, aural 170 kw. Operating pow: visual 316 kw, aural 170 kw. Network: NBC (prim.), ABC. Began operating September 2, 1954. Interconnected.

Representatives: National Edward Petry & Co., Washington attorneys Spearman & Roberson, Consulting engineers Lohnes & Culver.

Stockholders: Harmon L. Duncan, president-treasurer (12.5%); Virginia D. Duncan (12.5%); J. Floyd Fletcher, vice president-secretary (24.9%); Mildred M. Fletcher (.1%); Durham Radio Corporation (WDNC) (25%); 60 others, none owning as much as 1%.

Executives:
Harmon L. Duncan, *president & general manager*
J. Floyd Fletcher, *vice president*
Mike Thompson, *sales manager*
Charles H. Cash Jr., *promotion*
Ernie Greup, *program manager & sports director*
Dale Baum, *sales service & film buyer*
Henry Cronin, *chief engineer*
Harry Middleton, *production manager*
Peggy Mann, *women's director*
Scott Jarrett, *news director*

Services: News AP. Live studios, number 1, size of largest 40'x65', number live cameras 2.

Film & ID: 2 16 mm film projectors; Du Mont Multiscanner dual 2x2 slide projectors; dual 4x5 opaque projectors; dual 16 mm projectors. Film should be sent to Dale Baum. Film required 72 hrs. before telecast; slides 72 hrs., artwork 1 week. Film editing services; 16 mm Micro-Record.

Color Equipment: Network.

Rates: Class A one hour live $550, film $550. Minute spot live $110, film $110. ID rate $55.

Fayetteville: WFLB-TV

Ch. 18. Owned by Fayetteville Broadcasters, Inc. Address: 1332 Bragg blvd. Phone: 2-7136. Authorized eff. rad. pow.: visual 13.2 kw, aural 7.41 kw. Operating pow: visual 13.2 kw, aural 7.41 kw. Networks: ABC, NBC, CBS. Am station WFLB. Began operating August 29, 1955.

Representatives: National Young Television Corp., Washington attorneys Koteen & Burt, consulting engineers Commercial Radio Equipment Co.

Stockholders: Harry B. Stein, president (11.2%); Neil A. Currie Jr., vice president (11.2%); W. M. K. Bender, secretary-treasurer (11.2%); John W. Hensdale (11.2%); John D. Currie (11.2%); T. D. Hatcher (11.2%); J. B. Stein (11.2%); R. B. Minges (11.2%).

Executives:
Harry B. Stein, *president*
W. D. Bailey, *general manager*
William B. Belche, *sales manager*
Marvin Rosenburg, *program director*
J. H. Buck, *chief engineer*

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $30. ID rate $20.

Greensboro: WFMY-TV

Ch. 2. Owned by Greensboro News Company. Address: N. Davie st. Phone: 40114. Author-

ized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow: visual 100 kw, aural 50 kw. Networks: CBS (prim.), ABC. Began operating September 22, 1949. Interconnected.

Representatives: National Harrington, Righter & Parsons, Washington attorneys Dow, Lohnes & Albertson, consulting engineers Craven, Lohnes & Culver.

Stockholders: Greensboro News Co. (100%)

Executives:
Gaines Kelley, *general manager*
Joe E. Lake, *commercial manager*
Gomer R. Lesch, *program director*
Doyle T. Thompson, *chief engineer*
Bob Stroh, *news director*
George Perry, *farm director*
Charles Harville, *sports director*

Services: News UP. Live studios, number 2, size of largest 40'x60', number live cameras 4.

Film & ID: 2 slide projectors, 2x2 slides. Film should be sent to Jack Wiggins. Film required 72 hrs. before telecast; slides 72 hrs., artwork 5 days. Film editing services; Bridgamatic, 16 mm, b&w processing.

Color Equipment: network, film, slides.

Rates: Class A one hour live $650, film $650. Minute spot live $130, film $130. ID rate $65.

Greenville: WNCT

Ch. 9. Owned by Carolina Broadcasting System, Inc. Address: South Evans st. extension. Phone: 6181. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.), ABC. Began operating December 22, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Lyon, Wilner & Bergson, consulting engineers Commercial Radio Equipment Co.

Stockholders: Earl McD. Westbrook, president (24.6%); Josh Horne, vice president (10%); Penn T. Watson, vice president (10%); John H. Adams, vice president (5.4%); A. Hartwell Campbell, secretary (5.7%); Mrs. John H. Adams, treasurer (5.4%); directors: William S. Wellons (1.1%); W. H. Woolard (1.1%); Mrs. Elizabeth G. Swindell; Wilson Daily Times (10%); Fred Jones (5.4%); Mrs. Mary Jones (8.7%). Remaining voting stock held by 28 others.

Executives:
Earl Westbrook, *president*
A. Hartwell Campbell, *general manager*
Hank Tribley, *director of operations*
John G. Clark Jr., *commercial manager*
Eccles Wall, *program director & farm director*
Heber Adams, *chief engineer*
Dave Mosier, *news director & promotion director*
Bill Stuckey, *sports director*
John Warner, *production director*

Services: News UP, CBS Newsfilm, UP Fax. Live studios, number 1, size of largest 35'x 45', number of live cameras 2.

Film & ID: 2 16 mm film projectors; 2 slide projectors. Film should be sent to Bill Carroll. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; negative and positive, 16 mm.

Color Equipment: network.

Raleigh: WNAO-TV

Ch. 28. Owned by Sir Walter Television Co. Address: 2128 Western blvd. Phone: TEmple 4-8282. Authorized eff. rad. pow.: visual 182 kw, aural 92 kw. Operating pow: visual 182 kw, aural 92 kw. Networks: CBS (prim.), ABC. Am & fm station WKIX. Began operating July 13, 1953. Interconnected.

Representatives: National Avery-Knodel, Inc., Washington attorneys Haley, Doty & Wollenberg, consulting engineers Lohnes & Culver.

Stockholders: John W. English, president (12.5%); Frank A. Daniels, vice president (as officer for Raleigh News & Observer) (12.5%); Mrs. Lodia McBrier Jarecki, 1st vice president (12.5%); Thomas Watters, vice president (3.125%); James R. McBrier, treasurer (12.5%); George J. Mead, secretary (12.5%). Directors: John J. Boland Jr. (12.5%); James B. Donovan (6.25%). Stockholders: Marie Watters (3.125%); Jean Devine Jarecki (12.5%); Mary Evelyn Mead & John J. Boland Jr. as trustees (12.5%).

Executives:
John W. English, *president*
John H. Bone, *general manager*
Earl W. Welde, *general sales manager*
Herman Spero, *sales manager*
Joseph McGinley, *regional sales manager*
Leo A. Ribitzki, *program director*
L. B. Poole, *chief engineer*
Jimmy Simpson, *sports director*

Services: News AP. Live studios, number 2, size of largest 42'x75', number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 2 2x2 Federal Flying Spot Scanners; 1 2x2 Selecto Slide slide projectors. Film should be sent to Operations Desk, Att: George Peterson. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, film and slides.

Rates: Class A one hour live $375, film $325. Minute spot live $75, film $65. ID rate $32.50.

Washington: WITN

Ch. 7. Address: Route #17 (P. O. Box 468). Phone: 1760. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC (prim.). Began operating September 1955. Interconnected.

Representatives: National Headley-Reed, Washington attorneys Welch, Mott & Morgan, consulting engineers George C. Davis.

Stockholders: W. R. Roberson Jr., president, & family (67.82%); William S. Page (25%); and others.

Executives:
W. R. Roberson Jr., *president & general manager*
T. H. Patterson, *sales manager*
Hal Wilson, *program director*
L. E. Hiland, *chief engineer*
Myron Pfoutz, *news director*
George Mizelle, *sports director*

Services: News UP, Movietone News. Live studios, number 1, size of largest 53'x40', number live cameras 2.

Film & ID: 2 GE 16 mm film projectors; 1 Gray 2x2 slide projector; 1 Transrear screen projector. Film should be sent to Hal Wilson, Director of Operations. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Micro-Record film process, 16 mm film, 1 GE film camera.

Color Equipment: network.

Rates: Class A one hour live $365, film $325. Minute spot live $65, film $65. ID rate $32.50.

Wilmington: WMFD-TV

Ch. 6. Owned by WMFD-TV, Inc. Address: 225 Princess st. Phone: 3-4666. Authorized eff. rad. pow.: visual 32.0 kw, aural 16.2 kw. Networks: NBC, ABC, CBS. Am station WMFD. Began operating April 8, 1954.

Representatives: National Wagner-Smith Assoc. (New York), regional James S. Ayers Co. (southeast), Washington attorneys Stephen Tuhy Jr., consulting engineers A. D. Ring & Assoc.

Stockholders: R. A. Dunlea, president (60%); Dan D. Cameron, vice president (33%); Louise M. Dunlea, director (2%); Mrs. D. V. Mitton (4%).

Executives:
Richard A. Dunlea, *president*
Richard A. Dunlea Jr., *manager*
Claud O'Shields, *sales manager*
Wayne Jackson, *promotion & publicity director*
Clint Long, *national sales manager*
Bob West, *news director*
E. I. Herring, *chief engineer*

Rates: Class A one hour live $250, film $250. Minute spot live $50, film $50. ID rate $25.

Winston-Salem: WSJS-TV

Ch. 12. Owned by Triangle Broadcasting Corp. Address: 419-421 North Spruce st. Phone: 5-2311. Authorized eff. rad. pow.: visual 316 kw, aural 200 kw. Operating pow.: visual 316 kw, aural 200 kw. Networks: NBC (prim.). Am station WSJS. Began operating September 30, 1953. Interconnected.

Representatives: National Headley-Reed Co., Washington attorneys Fly, Shuebruk, Blume & Gaguine, consulting engineers Lohnes & Culver.

Stockholders: Piedmont Publishing Co.

Executives:
Harold Essex, *executive vice president & general manager*
Harry B. Shaw, *sales manager*
John A. Comas, *program manager*
Phil Hedrick, *operations manager*
F. O. Carver, *news director*
Harvey Dinkins, *farm service director*
Dick Barron, *promotion manager*
Max Ulrich, *sports director*

Services: News UP. Live studios, number 1, size of largest 25'x35', number live cameras 2.

Film & ID: 2 16 mm GE film projectors; 1 2x2 Select-o-slide, 1 3½x4 GE Balop slide

AT HIS FINGERTIP

Your client, your idea, your planning, your spot . . . all are dependent upon the move this hand makes *now*.

At WNCT this is an "old hand" skilled through experience in precise production. With Emily Post-ish exactness, this hand "does the right thing at the right time" hundreds of times a day, completing work initiated and developed by people he's never seen.

This final move is the most important one for it vitalizes your efforts, delivering your message to Eastern North Carolina. You needn't worry. The move will be the right one. WNCT advertisers know that!

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channel 9 PRIMARY CBS AFF.
316,000 watts full time
A. Hartwell Campbell, Gen. Mgr.
REPRESENTED NATIONALLY BY HOLLINGBERY

NORTH DAKOTA

Bismarck: KBMB-TV

Ch. 12. Owned by North Dakota Broadcasting Co. Address: Suite 626 Provident Life bldg., Bismarck; 4000 W. Main ave., Fargo. Phone: CApitol 3-9197, Bismarck; 5-4461, Fargo. Authorized eff. rad. pow.: visual 13.2 kw, aural 6.61 kw. Operating pow.: visual 13.2 kw, aural 6.61 kw. Networks: CBS (prim.). Began operating November 19, 1955. Interconnected with KXJB-TV Valley City.

Representatives: National Weed Television, Washington attorneys Prince, Taylor & Crampton, consulting engineer Lloyd R. Amoo.

Stockholders: Jamestown Broadcasting Company (57.6%), owned by John W. Boler. North Dakota Broadcasting also licensee of KSJB Jamestown, KCJB-AM-TV Minot and KXJB-TV Valley City.

Executives:
John W. Boler, *president*
Chester Reitan, *manager*
Fred Drewry, *commercial manager & film buyer*
Pete Evenson, *program director*
Tom Habner, *chief engineer*

Services: News AP. Live studios, number 1, size of largest 20'x30', number live cameras 1 DuMont.

Film & ID: 1 Holmes film projector.

Color Equipment: network, live film, slides.

Rates: Class AA one hour live $150, film $150. Minute spot live $30, film $30. ID rate $15.

Bismarck: KFYR-TV

Ch. 5. Owned by Meyer Broadcasting Company. Address: 200½ Fourth st. Phone: CApitol 3-0900. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.), ABC. Am station KFYR. Began operating December 19, 1954. Interconnected.

Representatives: National Hoag-Blair Co., regional Harry S. Hyett Co. (Minneapolis), Washington attorneys Hogan & Hartson, consulting engineers Page, Creutz, Garrison & Waldschmitt.

Stockholders: Etta Hoskins Meyer, secretary (51.6%); Marietta Meyer Ekberg trust, Etta H. Meyer trustee (42.76%); F. E. Fitzsimonds, executive vice president- treasurer (5.34%); Ward R. Lewis (.1%); Gordon V. Cox (.2%); William A. Ekberg (.1%).

Executives:
William A. Ekberg, *president*
William A. Ekberg, *general manager*
A. L. Anderson, *commercial manager*
Cal Culver, *station manager*
Ivar Nelson, *chief engineer*
Jack Swenson, *news director*
Bill Owens, *sports director*

Services: News UP. Live studios, number 2, size of largest 25'x50', number live cameras 1.

Film & ID: 2 16 mm film projectors; 35 mm slide projector; 2x2 tape or metal slides; telop projector, 4x5 cards, 3¼x4¼ transmitted area. Film should be sent to C. F. Dirlam. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Rates: Class A one hour live $200, film $200. Minute spot live $40 plus talent fee, film $40. ID rate $20.

Dickinson: KDIX-TV

Ch. 2. Owned by Dickinson Radio Association. Address: 119 Second ave. W. Authorized eff. rad. pow.: visual 26.3 kw, aural 13.2 kw. Operating pow.: visual 26 kw, aural 13 kw. Networks: CBS. Began operating October 15, 1956.

Representatives: National Hal Holman Co., Washington attorneys Eugene L. Burke.

Stockholders: Dr. P. J. Weir, president (17.2%); Frank P. Whitney, vice president (17.2%); Orville F. Burda, secretary-general manager (7.6%); W. K. Johnson, treasurer (17.2%); William O. Rabe (17.2%); L. W. Veigel (13.4%); P. J. Baseflug (10.1%).

Executives:
Orville F. Burda, *general manager & film buyer*
E. A. Spear, *sales manager*
Lauren Haacke, *program director*
Benjamin G. Lockerd, *chief engineer*

Services: News AP. Live studios, number 1, size of largest 28' x 40', number live cameras 1 Sarkes Tarzian Vidicon camera chain.

Film & ID: 2 16 mm Bell & Howell film projectors; 2 2x2 Sarkes Tarzian slide projectors. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs.

Rates: Class AA one hour $150. Minute spot $30. ID rate $15.

Fargo: WDAY-TV

Ch. 6. Owned by WDAY, Inc. Address: 207 N. 5th st. Phone: 2-3371. Authorized eff. rad. pow.: visual 66 kw, aural 33 kw. Networks: NBC, ABC. Am station WDAY. Began operating May 28, 1953.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Segal, Smith & Hennessey.

Stockholders: E. C. Reineke, president (54.44%); H. D. Paulson, vice president (8.89%); N. D. Black Jr. secretary-treasurer (1.11%); Marie E. Reineke, director (1.11%); John D. Paulson—Jenny C. Black estate—N. D. Black Jr. & Charlotte Lontz, executors—(21.55%); Norman D. Black estate—N. D. Black Jr. & Cora P. Black, trustees—(12.88%). The Black family publishes Fargo Forum, Moorhead (Minn.) Daily News.

Executives:
E. C. Reineke, *president*
Tom Barnes, *general manager*
Julius Hetland, *technical director*
Jack Dunn, *tv-radio manager*
Ken Kennedy, *program manager*
Roy Pedersen, *promotion manager*
Dick Berdahl, *production director*
Ernie Brevik, *farm director*
Norm Schrader, *news director*

Color Equipment: network.

Rates: Class AA one hour live $400, film $400. Minute spot live $85, film $80. ID rate $40.

Grand Forks: KNOX-TV

Ch. 10. Owned by Community Radio Corporation. Address: Box 1110. Phone: 4-4611. Authorized eff. rad. pow.: visual 28.2 kw, aural 14.5 kw. Networks: NBC. Am station KNOX. Began operating December 11, 1955. Interconnected.

Representatives: National William G. Rambeau Co., regional Bulmer & Johnson (Minneapolis), Washington attorneys Lyon, Wilner & Bergson, consulting engineers Clifford J. Thomforde.

Stockholders: Elroy Schroeder (20%); Don Whitman (20%); Adolph Lund (20%); Arthur Tweet (20%); Mrs. Carroll E. Day (20%).

Executives:
Dr. Elroy Schroeder, *president, board of directors*
Robert C. Lukkason, *national sales manager*
Bo West, *program director*
David L. Chumley, *chief engineer*
Charles K. Bundlie, *news & farm director*
Jack French, *sports director*
Margaret J. Bundlie, *operation desk*

Services: News UP. Live studios, number 1, size of largest 30'x60', number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 Gray telejector. Film should be sent to Duane Eastvold, Film Editor. Film required 48 hrs. before telecast; slides 48 hrs., artwork 1 week. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $200. Minute spot live $40, ID rate $15.

Minot: KCJB-TV

Ch. 3. Owner by North Dakota Broadcasting Company, Inc. Address: 4000 West Front st., Fargo. Zone 1. Phone: 51-161, Minot; 4461, Fargo. Authorized eff. rad. pow.: visual 30 kw, aural 15 kw. Operating pow: visual 30 kw, aural 14.7 kw. Networks: CBS (prim.), NBC, ABC. Began operating April 4, 1953. Private link.

Representatives: National Weed Television, regional Dakota Radio Network, Washington attorneys D. F. Prince, consulting engineers Lloyd R. Amoo.

Stockholders: John W. Boler, president; Jamestown Broadcasting Company, Inc. (57½%); Jamestown Company owned 100% by John Boler.

Executives:
John W. Boler, *president & general manager*
Chester Reiten, *resident manager*
Donald McDowell, *program director*
Joseph Main, *chief engineer*
William H. Johnson, *news director*
Cis Hadley, *women's director*
Rod Romine, *sports director*

Services: News AP, UP. Live studios, number 1, size of largest 40'x60', number live cameras 2. Remote equipment: 1 completely equipped truck, number remote cameras 1.

Film & ID: film projectors; 3x4, 2x2 slide

projectors. Film should be sent to Mary Nowak. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, film slides.

Rates: Class A one hour live $200, film $200. Minute spot live $40, film $40. ID rate $20.

Valley City: KXJB-TV

Ch. 4. Owned by North Dakota Broadcasting Co., Inc. Address: 4000 West Front st., Fargo. Zone 1. Phone: 5-4461. Authorized eff. rad. pow.: visual 100 kw, aural 57 kw. Operating pow: visual 100 kw, aural 57 kw. Networks: CBS (prim.). Am station KSJB Jamestown. Began operating August 12, 1954. Interconnected.

Representatives: National Weed Television, Washington attorneys D. F. Prince, consulting engineers Lloyd Amoo.

Stockholders: Jamestown Broadcasting Co., Inc. (57½%); John W. Boler 100% owner Jamestown Company; balance held by 700 North Dakota residents.

Executives:
John W. Boler, *president & general manager*
William L. Hurley, *Commercial manager*
Judy Lawton, *operations manager & women's director*
Robert A. Dunnom, *promotion manager*
Robert Ridgeway, *chief engineer*
Hal Kennedy, *news director*
Jim Adelson, *sports director*

Services: News AP. Live studios, number 1, size of largest 50'x60', number live cameras 2. Remote equipment: equipped truck, number remote cameras 1 chain with Zoomar lens.

Film & ID: 2 16 mm film projectors; 4x3, 2x2 slide projectors. Film should be sent to Alden Starky. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; all film handled.

Color Equipment: network, film, slides.

Rates: Class AA $450. Minute $90. ID

OHIO

Akron: WAKR-TV

Ch. 49. Owned by Summit Radio Corp. Address: 853 Copley rd. Zone 20. Phone: POrtage 2-8811. Authorized eff. rad. pow.: visual 214 kw, aural 127 kw. Operating pow: visual 214 kw, aural 127 kw. Networks: ABC (prim.). Am station WAKR. Began operating July 19, 1953. Interconnected.

Representatives: National Weed Television Corp. Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers Kear & Kennedy.

Stockholders: Beacon Journal Publishing Co. (100%)

Executives:
S. Bernard Berk, *president*
Roger G. Berk, *vice president & general manager*
Kenneth M. Keegan, *vice president & director of sales*
Robert I. Bostian, *program & production manager*
Irwin L. Knopp, *chief engineer*
Edward T. McDonald, *news director*
Robbie Stillman, *women's director*
Bob Wylie, *sports director*

Services: News AP, UP, Unifax and local newsreel. Live studios, number 2, size of largest 56'x80'x23', number live cameras 3.

Remote equipment: full 2- camera equipment, number remote cameras 2 RCA.

Film & ID: 2 16 mm film projectors; Telop projector, 4x5 cards, scanned area: approx. 2¾x3½, no more than 3 ply card stock, logo type call letters ¾ upper left or upper right (right preferred); 2 16 mm, 2 35 mm RCA slide projectors, 2x2 tape or metal mounted (tape preferred). Film should be sent to Program Director, Robert I. Bostian. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, restricted to cutting of commercial and feature films and re-editing of same; complete processing 16 mm negative film.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Cincinnati: WCPO-TV

Ch. 9. Owned by E. W. Scripps Co. Address: 2345 Symmes st. Zone 6. Phone: CApital 1-0777. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow: visual 316 kw, aural 158 kw. Networks: ABC (prim.). Am station WCPO. Began operating July 1949. Interconnected.

Representatives: National Blair-TV, Washington attorneys Segal, Smith & Hennessey, consulting engineers Page, Creutz, Garrison & Waldschmitt.

Stockholders: E. W. Scripps Company (100%).

Executives:
Jack R. Howard, *president*
M. C. Watters, *vice president & general manager*
Glenn Miller, *station manager*
Edward Weston, *assistant general manager*
Paul Adams, *chief engineer*
Pat Crafton, *national sales manager*
Vera Schulte, *publicity director*

Services: News UP. Live studios, number 2, size of largest 55'x26', number live cameras 2.

Remote equipment: 1 RCA remote truck, 2 TTR1A microwave relay units, 1 Universal Zoomar lens, number remote cameras 3.

Film & ID: 2 GE Syncro-Lite 16 mm film projectors; 1 16 mm automatic strip projector; 2 3¼x4 slide projectors, GE picture size: 2¼x3; 2 2x2 slide projectors. Film should be sent to Harvey Freeman. Film required 48 hrs. before telecast; artwork 48 hrs. Film editing services.

Rates: Class AA ½ hour live $535, film $535. Minute spot live $200, film $200. ID rate $75.

Cincinnati: WKRC-TV

Ch. 12. Owned by Radio Cincinnati, Inc. Address: Times Star Building, 800 Broadway. Zone 2. Phone: GA 1-1331. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station WKRC. Began operating April 4, 1949. Interconnected.

Representatives: National The Katz Agency, Inc., regional WTVN Radio & Television, Columbus, Ohio, Washington attorneys Koteen & Burt, consulting engineers George Davis.

Stockholders: Principal stockholders, Cincinnati Times-Star Co. Publishing firm is principally owned by Taft family.

Executives:
Hulbert Taft Jr., *president*
David G. Taft, *executive vice president & general manager*
Robert T. Schlinkert, *general sales manager*
Paul E. Shumate, *program director*
Ralph Mlaska, *chief engineer*
George Rogers, *commercial production manager*
Barry Hersh, *film director*
John Walsh, *director promotion & publicity*
Kenneth W. Church, *national sales manager*
Don L. Chapin, *New York sales representative*

Services: News UP, AP, Live studios, number 2, size of largest 30'x56', number live cameras 4. Remote equipment: mobile unit, microwave, number remote cameras 2 of above.

Film & ID: 2 16 mm film projectors; 1 2x2, 1 3¼x4 slide projector. Film should be sent to Barry Hersh, Film Director. Film required 48 hrs. before telecast; slide 48 hrs., artwork 1 week. Film editing services, 16 mm. Commercial copy required 3 days prior to scheduled date of telecast.

Color equipment: network.

Rates: Class AA one hour live $1,000, film $1,000. Minute spot live $250, film $250. ID rate $125.

Cincinnati: WLW-T

Ch. 5. Owned by Crosley Broadcasting Corp. Address: 140 W. Ninth st. Zone 2. Phone: CHerry 1-1822. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station WLW. Began operating February 9, 1948.

Representatives: National Crosley Sales, Bomar Lowrance & Assoc. and NBC Spot Sales, Washington attorneys Hogan & Hartson, consulting engineers Weldon & Carr.

Stockholders: Avco Manufacturing Company (100%).

Executives:
James D. Shouse, *chairman of board*
Robert E. Dunville, *president & general manager*
H. P. Lasker, *vice president charge of sales*
Gilbert W. Kingsbury, *vice president charge of public relations*
George Henderson, *general television sales manager*
K. T. Murphy, *vice president & treasurer*
John T. Murphy, *television vice president*
James J. Crane, *sales manager*
Abe Cowan, *program director*
R. J. Rockwell, *chief engineer*
Howard Lepple, *television technical administrative assistant*
Tom Storey, *film director*
R. K. Jones, *director client service department*

Why the killer came to Powder Springs

THE SKINNY little Texan who drifted into Butch Cassidy's layout at Powder Springs one day in '97 had dead-level eyes, a droopy mustache, and two six-guns tied down for the fast draw. Called himself Carter. Said he was a killer on the run.

That's why Cassidy and the outlaws in his notorious Wild Bunch told him all about the big future plans for their train robbers' syndicate. They took him in.

And he took them in. He was a range detective whose real name was a legend in the West—Charlie Siringo. And the information he got before he slipped away stopped the Wild Bunch for a long time.

Of course, Siringo knew all along that if Cassidy or the others had discovered the truth, they'd have killed him sure. But it just never worried him any.

You couldn't scare Charlie Siringo. Coolest of cool customers and rawhide tough, he had the go-it-alone courage it takes to build a peaceable nation out of wild frontier. That brand of courage is part of America and her people—part of the country's strength. And it's a big reason why one of the finest investments you can lay hands on is America's Savings Bonds. Because those Bonds are backed by the independence and courage of 165 million Americans. So buy U.S. Savings Bonds. Buy them confidently—regularly—and hold on to them!

★ ★ ★

It's actually easy to save—when you buy Series E Savings Bonds through the Payroll Savings Plan. Once you've signed up at your pay office, your saving is done *for you*. The Bonds you receive pay good interest—3% a year, compounded half-yearly when held to maturity. And the longer you hold them, the better your return. Even after maturity, they go on earning 10 years more. So hold on to your Bonds! Join Payroll Savings today—or buy Bonds where you bank.

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Richard Zavon, *promotion manager*
Terry Flynn, *news editor*

Services: News UP, INS Facsimile. Live studios, number 2, size of largest 53′ x 81′, number live cameras 8 RCA camera chains. Remote equipment: 1 mobile unit.

Film & ID: 2 RCA film cameras; 2 RCA 16 mm film projectors; 1 dual Selectroslide, 1 Gray slide projector; 2 Background Engineering Co. rear screen projectors.

Color Equipment: network:

Rates: Class AA one hour live $1,000. Class A one hour $900. Minute spot AA $250. ID rate AA $125.

Cleveland: KYW-TV

Ch. 3. Owned by Westinghouse Broadcasting Co., Inc. Address: 815 Superior ave., N.W. Zone 14. Phone: CHerry 1-0942. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 22.4 kw, aural 11.2 kw. Networks: NBC (prim.). Am station KYW.

Representatives: National Peters, Griffin, Woodward.

Stockholders: Westinghouse Broadcasting Co. (100%).

Executives:
Donald H. McGannon, *president, WBC*
Rolland V. Tooke, *vice president & general manager*
Albert P. Krivin, *commercial manager*
Preston Stover, *program director*
Sidney Stadig, *chief engineer*
Sanford Markey, *news director*
Alan Bautzer, *promotion director*

Services: Live studios, number 2, size of largest 60′ x 80′, number live cameras 4. Remote equipment: bus completely equipped, number remote cameras 5.

Film & ID: 4 16 mm & 2 35 mm film projectors; 4 2x2 slide projectors.

Color Equipment: network.

Rates: Class A one hour live $1080. ID rate $215.

Cleveland: WEWS

Ch. 5. Owned by Scripps-Howard Radio, Inc. Address: 1816 East 13 st. Zone 14. Phone: TO 1-5454. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: ABC (prim.). Began operating December 17, 1947. Interconnected.

Representatives: National Blair TV, Washington attorneys Dempsey & Koplovitz.

Stockholders: Scripps-Howard Radio, Inc. (100%).

Executives:
Jack R. Howard, *president*
James C. Hanrahan, *general manager*
J. Harrison Hartley, *station director*
Floyd E. Weidman, *general executive*
J. B. Epperson, *chief engineer*
John J. Moffitt, *public service director*

Services: News UP. Live studios, number 3, size of largest 55′ x 75′ x 20′, number live cameras 9. Remote equipment: DuMont, number remote cameras 4.

Film & ID: 2 16 mm film projectors; 4x5 telop, 2 2x2 slide projectors. Film should be sent to commercial film: Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, arrangements on request.

Color Equipment: network.

Rates: Class A one hour live $200, film $100.

Cleveland: WJW-TV

Ch. 8. Owned by Storer Broadcasting Co. Address: 1630 Euclid ave. Zone 15. Phone: TOwer 1-6080. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Operating pow.: visual 316 kw, aural 191 kw. Networks: CBS (prim.). Am station WJW. Began operating December 17, 1949.

Representatives: National The Katz Agency, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. Earl Cullum Jr.

Stockholders: Storer Broadcasting Company (100%).

Executives:
George B. Storer, *president*
Ben Wickham, *managing director*
Maurice McMurray, *national sales manager, New York City*
Frank Barron, *local sales manager*
R. C. Wright, *program-operations director*
Harold A. Brinkman, *chief engineer*
Ken Armstrong, *news director*
Ted Anthony, *promotion & publicity director*

Services: News INS, AP, UP, Unifax, UP Movietone, Western Union Sports ticker. Live studios, number 2, size of largest 65′ x 50′, number live cameras 3 RCA studio. Remote equipment: number remote cameras 7 RCA field.

Film & ID: 1 GPL type PA 100C, 2 GE 16 mm film projectors; 2 Gray telejectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $1,700, film $1,700. Minute spot film $400. ID rate $200.

Columbus: WBNS-TV

Ch. 10. Owned by Dispatch Printing Co. Address: 34 S. Third st. Zone 15. Phone: CApital 8-3538. Authorized eff. rad. pow.: visual 219 kw, aural 123 kw. Operating pow.: visual 219 kw, aural 123 kw. Networks: CBS (prim.). Am station WBNS. Began operating October 5, 1949.

Representatives: National Blair-TV, Washington attorneys Dow, Lohnes & Albertson, consulting engineers Jansky & Bailey.

Stockholders: Owned by Wolfe family, publishers of *Ohio State Journal* and *Columbus Dispatch*.

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Unequalled transportation facilities!
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WJW-TV Channel 8 (Formerly WXEL)

Represented Nationally by The Katz Agency

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Television Age

444 Madison Avenue, New York 22, N. Y.

Executives:
Preston Wolfe, *president*
Richard A. Borel, *general manager*
R. D. Thomas, *sales director*
Frank N. Jones, *local sales manager*
John Haldi, *program director*
Lawrence F. Rhodes, *public service director*
L. H. Nafzger, *technical director*
M. J. Sherman, *merchandising director*
Chet Long, *news director*
William H. Zipf, *farm director*
Barbara Haddox, *promotion manager*

Color Equipment: network.

Rates: Class AA one hour live $825, film $825. Minute spot live $200, film $200. ID rate $100.

Columbus: WLW-C

Ch. 4. Owned by Crosley Broadcasting Corp. Address: 3165 Olentangy River rd. Zone 2. Phone: AM 3-5441. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.), Crosley. Began operating April 4, 1949.

Representatives: National WLW Sales, Washington attorneys Hogan & Hartson, consulting engineers Weldon & Carr.

Stockholders: Avco Mfg. Corp. (100%).

Executives:
R. E. Dunville, *president*
James E. Leonard, *vice president & general manager*
Charles R. Dodsworth, *commercial manager*
Earle H. Gillis, *program director*
Charles B. Sloan, *chief engineer*
James Crum, *sports director*
Sidney R. Barger, *executive producer*
Jack Kavanagh, *director client service*

Services: News INS, UP. Live studios, number 2, size of largest 40′ x 60′, number live cameras 2. Remote equipment available, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, copy area: ⅝x⅞. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $800 plus, film $800. Minute spot live $175 plus, film $175. ID rate $60.

Columbus: WTVN-TV

Ch. 6. Owned by WTVN, Inc.—Radio Cincinnati. Address: 753 Harmon ave. Zone 23. Phone: CApitol 8-5801. Authorized eff. rad. pow.: visual 100 kw, aural 60 kw. Operating pow.: visual 100 kw, aural 60 kw. Networks: ABC (prim.). Am station WTVN. Began operating August 30, 1949. Interconnected.

Representatives: National The Katz Agency, Inc., Washington attorneys Koteen & Burt.

Stockholders: Radio Cincinnati—Cincinnati Times-Star Company (90%); Hulbert Taft Jr., president (4%); Kenneth W. Church, executive vice president (2%); David G. Taft, vice president (4%); Robert Taft Jr., secretary; Dorothy S. Murphy, treasurer.

Executives:
Hulbert Taft Jr., *president*
Kenneth W. Church, *executive vice president*
J. W. (Wally) McGough, *general manager*
Robert Wiegand, *assistant general manager & national sales manager*
Howard Duncan, *local sales manager*
Joseph A. Jenkins, *program director*
Harry G. Mohr Jr., *public service & assistant program director*
William H. Hansher, *chief engineer*
Ed Wood, *news director*
Earl Green, *farm director*
Joe Hill, *sports director*
Bruce Johns, *promotion-publicity director*

Services: News AP wire, UP wire, UP Telefax. Live studios, number 2, size of largest 49′ x 51′, number live cameras 3. Remote equipment: number remote cameras 1 camera chain.

Film & ID: 2 16 mm film projectors; 1 2x2 35 mm telejector slide projector, transmitted area: 27/32x1⅛, printed area: 25/32x1. Film should be sent to Richard A. J. McKinney. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $750, film $750. Class AA minute spot live $160, film $160. ID rate $64.

Dayton: WHIO-TV

Ch. 7. Owned by Miami Valley Broadcasting Corporation. Address: 1414 Wilmington ave. Zone 1. Phone: MA 6581. Authorized eff. rad. pow.: visual 200 kw, aural 100 kw. Networks: CBS (prim.). Am station WHIO. Began operating January 26, 1949. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Dow, Lohnes & Albertson.

Stockholders: Same as Dayton Daily News and Journal Herald, Miami Valley Broadcasting Corp. officers and stockholders, James M. Cox Jr., president (31.07%); Glenn L. Cox, vice president (.06%); Robert C. Snyder, secretary-treasurer (.06%); Springfield Newspapers, Inc. (37%); The Evening News Publishing Co. (31.8%).

Executives:
James M. Cox Jr., *president*
Robert H. Moody, *general manager*
Harvey R. Young Jr., *assistant general manager in charge of sales*
Chuck Gay, *program director*
Ernest L. Adams, *chief engineer*
Don Wayne, *news director*
Joe Rockhold, *farm director*
Jack Hodgkinson, *operations director*

Services: News AP, UP, Movietone News-Live studios, number 2, size of largest 63′ x 50′, number live cameras 2. Remote equipment available, number remote cameras 2.

Film & ID: 3 16 mm film projectors; 2 2x2 Gray slide projectors. Film should be sent to Ralph Gram. Film required 72 hrs. before telecast; slides 72 hours., artwork 96 hrs. Film editing services, only slides handled.

Color Equipment: network.

Rates: Class AA one hour $850. Minute spot $200.

Dayton: WLW-D

Ch. 2. Owned by Crosley Broadcasting Corp. Address: 4595 South Dixie hwy. Zone 9. Phone: WAlnut 2101. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Networks: NBC, ABC (prim.). Am station WLW Cincinnati. Began operating March 1949.

Representatives: National WLW Sales, regional NBC Spot Sales and Bomar Lowrance & Assoc., Washington attorneys Hogan & Hartson, consulting engineers Weldon & Carr.

Stockholders: Avco Manufacturing Corp. (100%).

Executives:
Robert E. Dunville, *president*
Eric Jensen, *general manager*
Dale Smith, *commercial manager*
Bob Provence, *program director*
Lester Sturgill, *chief engineer*
Alan Herbert, *news director*
Omar Williams, *sports director*
Dorothy Sanders, *promotion manager*

Services: News UP, Unifax. Live studios, number 2, size of largest 55′ x 80′, number live cameras 3. Remote equipment: available, number remote cameras 3.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors, 2x2 glass transparent slides. Film required 72 hrs. before telecast; slides 72 hrs.

Color Equipment: network.

Rates: Class AA one hour $800. Minute spot $175.

Lima: WIMA-TV

Ch. 35. Owned by WLOK, Inc. Address 1424 Rica ave. Phone: 5-3010. Authorized eff. rad. pow.: visual 16.2 kw, aural 9.55 kw. Operating pow: visual 16.2 kw, aural 9.55 kw. Networks: NBC (prim.), ABC, CBS. Began operating April 17, 1953.

Representatives: National H-R Television, Inc., Washington attorneys Bingham, Collins, Porter & Kistler, consulting engineers George C. Davis.

Stockholders: George E. Hamilton (50%); R. W. Mack, vice president & general manager (42.74%).

Executives:
George E. Hamilton, *president*
Robert W. Mack, *general manager*
J. L. Spring, *commercial manager*
Miss Easter Straker, *program director*
Maurice J. Lamb, *chief engineer*
Don Sherwood, *news director*
Bill Frink, *sports director*

Services: News UP. Live studios, number 2, size of largest 30′x50′, number live cameras 1 GE camera chain.

Film & ID: 2 RCA 16 mm film projectors; 1 2x2 Telojector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network

Rates: Class A one hour live $220, film $200. Minute spot live $44, film $40. ID rate $20.

Steubenville: WSTV-TV

Ch. 9. Owned by WSTV Inc. Address 428 Market st. Phone: Atlantic 2-6265. Authorized eff. rad. pow.: visual 229 kw, aural 115 kw. Operating pow.: visual 229 kw, aural 115 kw. Networks: CBS (prim.) ABC. Am station WSTV. Began operating December 1953. Interconnected.

Representatives: National Avery Knodel, Inc., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers George C. Davis.

Executives:
Jack J. Berkman, *president*
John J. Laux, *executive vice president & general manager*
Joseph M. Troesch, *assistant general manager*
Rod Gibson, *national sales manager*
Charles S. Shepherd, *chief engineer*
Scott McMurray, *news director*
Francis "Pop" Taylor, *farm director*
Virginia Griffin, *women's director*
Red Donley, *sports director*
Mary Cadegan, *copy director*
William McClinton, *publicity & promotion director*

Services: News UP, CBS Newsfilm, Facsimile. Live studios, number 2, size of largest 48′x48′, number live cameras 2.

Film & ID: 2 16 mm RCA film projectors; 1 2x2 RCA glass slide projector, holds 12 slides—slides should be 1.33(wide)x1(high).

Cancer can't strike me, I'm hiding.

Cancer?

The American Cancer Society says that too many people die of it, NEEDLESSLY! That's why I have an annual medical checkup however well I feel. I know the seven danger signals. And when I want sound information, I get it from my Unit of the

AMERICAN CANCER SOCIETY

STATIONS: OHIO

Film should be sent to Carl Krosky. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services. 16 mm.

Rates: Class A one hour live $450, film $450. Minute spot live $90, film $90. ID rate $45.

Toledo: WSPD-TV

Ch. 13. Owned by Storer Broadcasting Co. Address: 136 Huron st. Zone 4. Phone: FUlton 6201. Authorized eff. rad. pow.: visual 316 kw, aural 160 kw. Operating pow.: visual 316 kw, aural 160 kw. Networks: CBS (prim.) ABC, NBC. Am & fm stations WSPD. Began operating July 1948.

Representatives: National The Katz Agency, Washington attorneys Dow, Lohnes & Albertson, consulting engineers Jansky & Bailey.

Stockholders: Storer Broadcasting Co. (100%).

Executives:
George B. Storer, *president*
Allen L. Haid, *vice president & managing director*
Bill Ashworth, *national sales manager*
Al Ruhfel, *program director*
Bill Stringfellow, *chief engineer*
Jim Nessle, *farm director*
Frank Venner, *sports director*
D. Merle Gore, *merchandising director*
Liz Wagner, *promotion director*

Services: News UP, INS. Live studios, number 1, size of largest 45'x30', number live cameras 2.

Film & ID: 2 16 mm film projectors; 4 2x2 slide projectors; SRA acceptable or ¼ screen shared ID. Film should be sent to Elaine Phillips, Film Director. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color equipment: network.

Rates: Class A one hour live $850, film $850. Minute spot live $170, film $170. ID rate $85.

Youngstown: WFMJ-TV

Ch. 21. Owned by Vindicator Printing Co. Address: 101 West Boardman. Phone: RI 3-4121. Authorized eff. rad. pow.: visual 175 kw, aural 87.5 kw. Operating pow.: visual 175 kw, aural 87.5 kw. Networks: NBC (prim.). Am station WFMJ. Began operating March 8, 1953. Interconnected.

Representatives: National Headley-Reed, Washington attorneys Fisher, Wayland, Duvall & Southmayd, A. Earl Cullum consulting engineers.

Stockholders: Vindicator Printing Co., publisher of Youngstown Vindicator (43.88%); (treasury stock) William O. Brown, president, treasurer (1.133%); William F. Maag Jr., vice president & general manager (18.166%); William J. Brown, secretary (10.33%); Alma M. Brown (12.833%); Elizabeth M. Brown (10.33%); Katherine Smith (7.09%); J. Floyd Tower (5.27%); John W. Smith (3.59%); and 14 others none owning over 1%.

Executives:
William F. Maag Jr., *vice president*
Mitchell F. Stanley, *general manager & commercial manager*
Warren S. Park, *program manager*
Frank Dieringer, *chief engineer*
Bill Lindsay, *news director*
Elden Groves, *farm director*
Marjorie Mariner, *women's director*
Jay Grier, *production manager*
Gene Donahay, *film director*

Services: News UP, AP. Live studios, number 1, size of largest 50'x30', number live cameras 2 RCA. Remote equipment: RCA equipment available, number remote cameras 2 RCA.

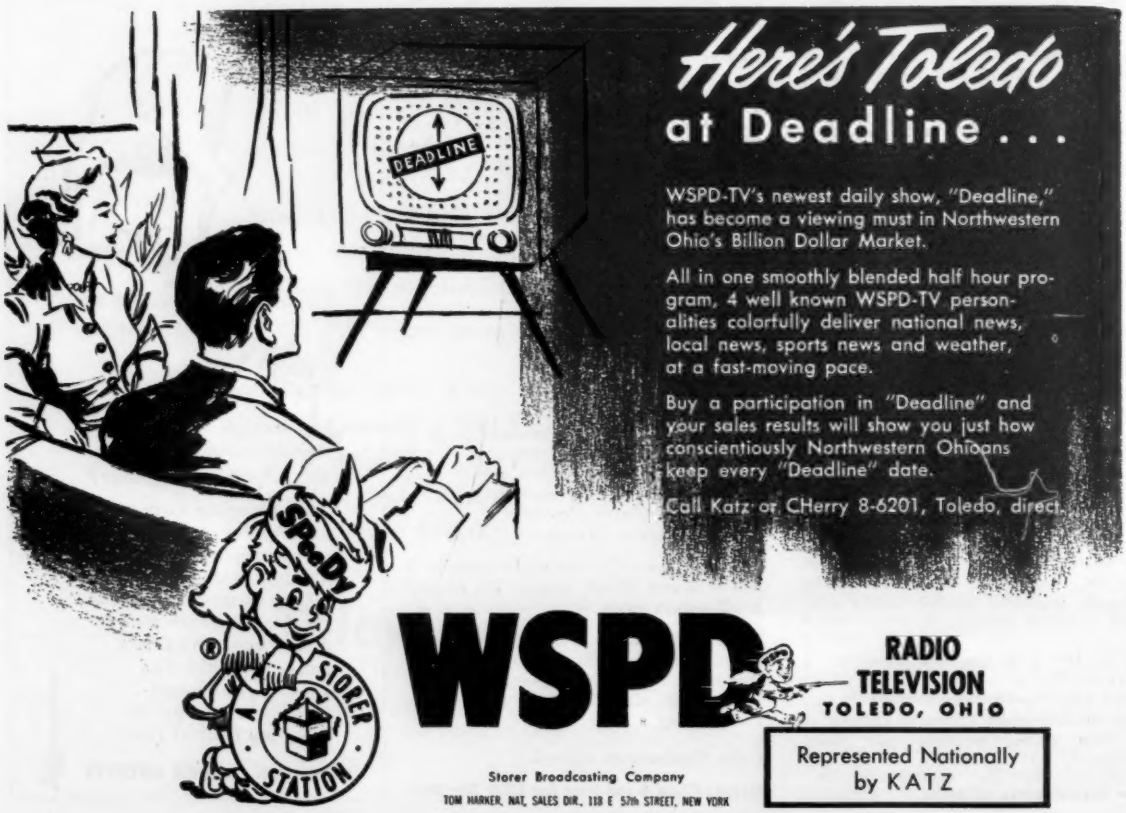
Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors, copy: ¾x1, background: 29/32x1-11/32. Film should be sent to TV Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, can process b&w 16 mm negative only.

Color Equipment: network.

Rates: Class A one hour live $405, film $350. Minute spot live $77.50, film $70. ID rate $35.

Youngstown: WKBN-TV

Ch. 27. Owned by WKBN Broadcasting Corp. Address: 3930 Sunset blvd. Zone 1. Phone:



ST 2-1145. Authorized eff. rad. pow.: visual 178.0 kw, aural 89.0 kw. Operating pow.: visual 178.0 kw, aural 89.0 kw. Networks: CBS (prim.), ABC. Am station WKBM. Began operating January 6, 1953. Interconnected.

Representatives: National Paul H. Raymer Co., Inc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Page, Creutz, Garrison & Waldschmitt.

Stockholders: W. P. Williamson Jr., president (59.37%); Gladys S. Williams, treasurer; Arthur L. Jones, secretary; Sterling E. Graham, director. Forest City Publishing Company (40.63%).

Executives:
Warren P. Williamson Jr., *president & general manager*
J. L. Bowden, *station director & commercial manager*
Paul Turner, *program director*
B. T. Wilkens, *chief engineer*
Sid Davis, *news director*
Stu Wilson, *farm director*
Don Gardner, *sports director*

Services: News AP, UP, UP Fax. Live studios, number 2, size of largest 30'x50', number live cameras 3.

Film & ID: 2 Eastman 16 mm film projectors; 1 2x2 Sarkes-Tarzian slide projectors; 2 2x2 Grey Telejectors; 1 flying spot scanner RCA-TK3A slide projector, standard safe viewing area dimensions. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $450 plus live camera, etc. Minute spot live $90 plus live camera, etc. film $90. ID rate $45.

Zanesville: WHIZ-TV

Ch. 18. Owned by Zanesville Publishing Co. —Southeastern Ohio Broadcasting System, Inc. (General partnership). Address: Lind Arcade bldg., No. 5th st. Phone: GL 2-5431, GL 3-0361. Authorized eff. rad. pow.: visual 74.1 kw, aural 40.7 kw. Operating pow.: visual 14.8 kw, aural 8.1 kw. Networks: NBC (prim.), CBS, ABC. Am station WHIZ. Began operating May 15, 1953. Interconnected.

Representatives: National John E. Pearson Television, Inc., Washington attorneys Robert F. Jones, consulting engineers Lohnes & Culver.

Stockholders: Zanesville Publishing Company (63%); Southeastern Ohio Broadcasting System, Inc., licensee of WHIZ radio (20%); Ernest B. Graham (11%); Clarence A. Graham (6%); Zanesville Publishing owners Clay Littick (87.5%); Arthur S. Littick (3.3%); William O. Littick (9.2%); Southeastern Ohio Broadcasting owners are Zanesville Publishing Company (60%); Ernest Graham (20%); Clarence A. Graham (20%).

Executives:
Clay Littick, *president*
Allan Land, *managing director*
Nate Milder, *director of sales*
Reed Mellon, *program director*
Wm. A. Hunt Sr., *chief engineer*
Arthur Schreiber, *news director*
Johnny Martin, *farm director*
Ramona Kieffer, *women's director*
Richard Keys, *sports director*

Services: News UP, AP Photofax. Live studios, number 1, size of largest 28'x34', number live cameras 1.

Film & ID: 2 FP 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 10 days. Film editing services, 16 mm reverse.

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $30. ID rate $15.

OKLAHOMA

Ada: KTEN

Ch. 10. Owned by Eastern Oklahoma Television Company, Inc. Address: P.O. Box 10. Zone 6. Phone: 1010. Authorized eff. rad. pow.: visual 252 kw, aural 141 kw. Operating pow.: visual 252 kw, aural 141 kw. Networks: ABC (prim.), CBS, NBC. Am stations KADA Ada, KWSH Tri-City, Okla. Began operating May 3, 1954. Interconnected.

Representatives: National Venard, Rintoul & McConnell, regional Clarke Brown Co. Washington attorneys Spearman & Roberson, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: Estate of Dr. C. C. Morris (32.3%); Bill Hoover, president (32.3%); Brown Morris, vice president (32.3%).

Executives:
Dr. C. C. Morris, *chairman of the board*
Bill Hoover, *president & general manager*
Brown Morris, *vice president & station manager*
Bill Hoover & Brown Morris, *commercial managers*
Doc Bowen, *program director*
Fred Smith, *chief engineer*
George Miller Jr., *news director*
Jack Hoover, *station co-ordinator*

Services: News AP, AP FAX. Live studios, number 1, size of largest 54' x 54', number live cameras 2.

Film & ID: 2 16 mm film projectors; standard 35 mm slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; 1 Houston-Fearless developer available.

Color Equipment: network.

Rates: Class A one hour live $270, film $225. Minute spot live $36, film $30. ID rate $15.

Ardmore: KVSO-TV

Ch. 12. Owned by John F. Easley. Address: 1614 Stanley st. Phone: 3030. Authorized eff. rad. pow.: visual 27.3 kw, aural 13.7 kw. Networks: NBC (prim.). Am station KVSO. Began operating August 1956.

Representatives: National John E. Pearson Television, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers, A. Earl Cullum Jr.

Stockholders: John F. Easley (100%).

Executives:
Albert Riesen, *general manager*

Douglas C. Dillard, *station manager*
Don Irwin, *sales manager*
Dolly Talkington, *program director*
Galy Varnell, *production manager & film buyer*
Bill Kolb, *chief engineer*

Color Equipment: network.

Rates: Class A one hour live $150, film $150. Minute spot live $48, film $40. ID rate $20.

Enid: KGEO-TV

Ch. 5. Owned by Streets Electronics Inc. Address: 206 East Randolph. Phone: AD 4-5000. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: ABC (prim.). Began operating July 25, 1954. Interconnected.

Representatives: National John E. Pearson Television, Inc., Washington attorneys Lyon, Wilner & Bergson, consulting engineers A. Earl Cullum.

Stockholders: P. R. Banta (20.7%); Bruce E. Wallace (9%); George Streets (20.5%); L. D. Banta (20.1%); James Cummins (9%); Ed McGivney (5.2%); John Ahlf (8.6%); others 6.9%.

Executives:
P. R. Banta, *president*
George Streets, *general manager & commercial manager*
J. B. Chase, *program director*
William Teitzel, *chief engineer*
Casey Cohlmia, *news & sports director*
Armyn Streets, *women's director*
Eugene S. Clark, *studio engineer*

Services: News UP wire and FAX. Live studios, number 2, size of largest 40' x 75', number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 4x5 opaque projector; 35 mm slide projector. Film should be sent to Operations Desk. Film required 12 hrs. before telecast; slides 24 hrs., artwork 72 hrs. Houston blue base reversal, 16 mm film processing.

Color Equipment: network.

Rates: Class A one hour live $720, film $600. Minute spot live $144, film $120. ID rate $60.

Lawton: KSWO-TV

Ch. 7. Owned by Oklahoma Quality Bcstg. Co. Address: 406½ "D" ave. Phone: ELgin 5-1380. Authorized eff. rad. pow.: visual 9.630 kw, aural 4.815 kw. Networks: ABC (prim.), CBS. Began operating November 15, 1954.

Representatives: Washington attorneys Lyon, Wilner Bergson.

Stockholders: T. R. Warkentin (15.5%); R. H. Drewry (53.5%); R. P. Scott (15.5%); R. J. Montgomery (15.5%).

Executives:
R. H. Drewry, *president*
Leo R. Morris, *general manager*
Tom Gilmore, *program director*
Willard Cochran, *chief engineer*
Frosty Troy, *news director*

Ethel Fitzwilson, *women's director*
Al Hancock, *sports director*
Bob Scott, *film director*

Services: News UP, Hamilton Means Associates, Washington News Service. Live studios, number 1, size of largest 20' x 40', number live cameras 2. Remote equipment: 2 mobile units—audio only.

Film & ID: 2 16 mm film projectors; 1 Gray 35 mm Telejector; 2 35 mm selective slides slide projectors. Film should be sent to R. H. Scott, Film Director. Film required 72 (sound or silent) hrs. before telecast; slides 48 hrs., artwork 72 hrs. Any type film editing services; film live R-15 processor, use Du Pont 930 or 931 film.

Rates: Class A one hour live $165, film $150. Minute spot live $35, film $30. ID rate $15.

Muskogee-Tulsa: KTVX

Ch. 8. Owned by Tulsa Broadcasting Company. Address: P.O. Box 9697, Tulsa. Phone: HIckory 6-6184. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: ABC (prim.). Am stations KTUL Tulsa, KFPW Ft. Smith. Began operating September 18, 1954.

Representatives: National Avery-Knodel, Inc., Washington attorneys Spearman & Roberson, consulting engineers Paul Godley Co.

Stockholders: John Griffin, president (56.5%); Bryan Coke, vice president (.212%); Marjory Griffin Leake (39.45%); James C. Leake, vice president (3.61%); Bryan Mathes, secretary-treasurer (.212%).

Executives:
John T. Griffin, *president*
L. A. Blust Jr., *vice president & general manager*
William D. Swanson, *commercial manager*
Robert C. Meade, *promotion director*
Ben January, *station manager & program director*
Robert E. Snider, *engineering director*
Louis O. Brown, *chief engineer*
Rudy Cohen, *continuity director*
Jack Morris, *news director*
Pat Robertson, *women's director*
Tony George, *sports director*
Sid Lasher, *program coordinator*
Al Clauser, *production director*

Services: News AP, UP, UP Facsimile. Live studios, number 3, size of largest 80' x 40', number live cameras 4. Remote equipment: complete mobile remote unit, number remote cameras 2.

Film & ID: 4 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Ben January, 720 Eastside blvd., Muskogee. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, Houston 16 mm b&w.

Color Equipment: network.

Rates: Class A one hour live $500, film $500. Minute spot live $107.50, film $100. ID rate $50.

Oklahoma City: KWTV

Ch. 9. Owned by Oklahoma Television Corporation. Address: 7401 N. Lincoln. Zone 14. Phone: VIctor 3-6641. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.), ABC. Am station KOMA. Began operating December 20, 1953.

Representatives: National Avery-Knodel, Inc., Washington attorneys Spearman & Roberson, consulting engineer George C. Davis.

Stockholders: KOMA, Inc. (50%); Roy J. Turner, president (12½%); Henry S. Griffing (12½%); Luther T. Dulaney, vice president (12½%); F. E. Harper, vice president (12½%); John T. Griffin is president and majority stockholder of KOMA, Inc.

Executives:
John T. Griffin, *chairman of the board*
Roy J. Turner, *president*
Edgar T. Bell, *general manager*
Fred L. Vance, *commercial manager*
W. Perry Dickey, *program director*
Morris W. Thomas, *chief engineer*
Bruce Palmer, *news director*
Wayne Liles, *farm director*
Vivian Batten, *women's director*
Montez Tjaden, *promotion director*
David W. B. Hunt, *film buyer*

Services: News UP Facsimile Photo Service, UP News Service, Western Union Sports Ticker Service. Live studios, number 2, size of largest 72' x 50', number live cameras 3 studio, 2 film.

Film & ID: 3 16 mm film projectors; 2 2x2 TP3A slide projectors; 1 Gray telop. Film should be sent to Perry Dickey, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, Houston Blue Base Reversal.

Color Equipment: network.

Rates: Class A one hour $800. Minute spot live $200. ID rate $100.

Oklahoma City: WKY-TV

Ch. 4. Owned by WKY Radiophone Company. Address: 500 E. Britton rd. Zone 14. Phone: TR 8-2161. Authorized eff. rad. pow.: visual 100 kw, aural 60 kw. Operating pow.: visual 100 kw, aural 60 kw. Networks: NBC (prim.), ABC. Am station WKY. Began operating June 6, 1949. Interconnected.

Representatives: National The Katz Agency, Inc., Washington attorneys Pierson, Ball & Dowd, consulting engineers A. D. Ring & Assoc.

Stockholders: The Oklahoma Publishing Company (100%).

Executives:
E. K. Gaylord, *president*
P. A. Sugg, *executive vice president*
Eugene B. Dodson, *acting stations manager*
Robert Olson, *director of operations* WKY-TV
H. J. Lovell, *chief engineer*
Robert Gamble, *news director*
Jack Stratton, *farm director*
Bill Fountain, *sports director*
Joe Jerkins, *production supervisor*

Services: News AP, UP. Live studios, number 2, size of both 56'8" x 34'7", number live cameras 5. Remote equipment: completely equipped custom designed flexible bus, number remote cameras 3.

Film & ID: 4 b&w & 2 color 16 mm film projectors; 4 2x2 35 mm double frame slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston Model No. 22B, 16 mm Blue Base Reversal.

Color Equipment: network, live, film, slides.

Rates: Class AA one hour live $920 plus studio fax, film $920. Minute or 20-sec. spot live $225, film $225. ID rate $113.

Tulsa: KOTV

Ch. 6. Owned by KOTV, Inc. Address: 302 S. Frankfort. Zone 20. Phone: CH 2-9233. Authorized eff. rad. pow.: visual 100 kw, aural 60 kw. Operating pow.: visual 100 kw, aural 60 kw. Networks: CBS (prim.). Began operating November 1949. Interconnected.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Haley, Doty & Wollenberg, consulting engineer A. Earl Cullum Jr.

Stockholders: J. H. Whitney & Company (100%).

Executives:
C. Wrede Petersmeyer, *president*
James C. Richdale Jr., *vice president & general manager*
George Stevens, *commercial manager*
Dick Campbell, *operations manager*
Lavoy Hooker, *chief engineer*
Cy Tuma, *news director*
Betty Boyd, *women's director*
Hugh Finnerty, *sports director*
Robert Freeland, *public relations director*
George Jacobs, *director of engineering & development*

Services: News UP, UP Facsimile, CBS newsfilm. Live studios, number 1, size of largest 112' x 50', number live cameras 4. Remote equipment: mobile unit, number remote cameras 2 chains.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors; 3¼ x 4¼ opaque. Film should be sent to Dick Campbell. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $650. Minute spot film $130. ID rate $65. Rates are for airtime only, including transmitter and film facilities, do not cover programs or announcements using live talent or camera facilities which require extra production and personnel.

Tulsa: KVOO-TV

Ch. 2. Owned by Central Plains Enterprises, Inc. Address: 37th & Peoria. Phone: LU 4-7204. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Operating pow.: visual 100 kw, aural 60.3 kw. Networks: NBC (prim.). Began operating December 5, 1954.

Representatives: National Blair-TV, Inc., Washington attorneys Doerner, Rinehart, Stuart & Clammer, consulting engineers Jansky & Bailey, Inc.

Stockholders: William Skelly, president (38.88%), (held by Southwest Sales Corp.); Dean A. McGee, chairman (7.41%); Senator Robert F. Kerr, vice president (27.89%); Travis M. Kerr (6.86%); Harold C. Stuart (12%); F. C. Love (2.02%); C. B. Akers (1.81%); Tulsa U (1.52%);

Oklahoma A & M (1.52%); Kerr family also controls WEEK-TV Peoria, Ill.

Executives:
William G. Skelly, *president*
C. B. Akers, *general manager*
John Devine, *commercial manager*
Bill Sadler, *program director*
John M. Bushnell Jr., *chief engineer*
Forrest Brokaw, *news manager*
Carl Meyerdirk, *home & farm director*
Sam B. Schneider, *promotion-marketing director*
Joe V. Bowman, *office manager*

Services: News UP, INS. Live studios, number 2, size of largest 40′ x 70′, number live cameras 4.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, ⅞x1¼; 1 Telop, outside: 4x5, inside: 2¼x3¼. Film should be sent to Allen Cox, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; 16 mm silent, Houston dev.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $840, film $700. Minute spot live $180, film $150. ID rate $75.

OREGON

Eugene: KVAL-TV

Ch. 13. Owned by Eugene Television, Inc. Address: Blanton heights. Phone: DIamond 4-3245. Authorized eff. rad. pow.: visual 56 kw, aural 33 kw. Operating pow.: visual 56 kw, aural 33 kw. Networks: NBC (prim.), CBS, ABC. Began operating April 16, 1954. Interconnected.

Representatives: National George P. Hollingbery Co., regional Art Moore & Assoc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineer Alvin H. Bernard.

Stockholders: Robert P. Booth, president (6.66%); C. H. Fisher, vice president (25.66%); Lee P. Bishop, treasurer (6.66%); Thomas Winn, secretary (6.66%); W. D. Abel, director (6.66%); Harvey S. Benson, assistant secretary (6.66%); E. T. Gardner (6.66%); William N. Russell (6.66%); Willis B. Shepard (6.66%); J. Don Smith (6.66%); Harry Thoms (6.66%); C. Philip Tillman (6.66%); Edna Fisher (1%).

Executives:
Robert Booth, *president*
S. W. McCready, *general manager*
Glenn Nickell, *commercial manager*
Robert Anderson, *program & sports director*
Alvin H. Bernard, *chief engineer*
Phil George, *news director*

Services: News UP. Live studios, number 1, size of largest 30′ x 50′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 slide camera; 2x2 slide mount slide projector, picture area: 27/32x1⅛, copy area: ⅝x27/32. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $300, film $60. Minute spot live 30%. ID rate $31.

Klamath Falls: KOTI

Ch. 2. Owned by California-Oregon Television, Inc. Address: P.O. Box 732. Phone: TUxedo 4-8131. Authorized eff. rad. pow.: visual 13.5 kw, aural 6.76 kw. Operating pow.: visual 13.5 kw, aural 6.76 kw. Networks: CBS (prim.), NBC, ABC. Began operating August 13, 1956. Off air interconnection from KBES-TV Medford.

Representatives: National Blair Television, Washington attorneys Dempsey & Koplovitz, consulting engineers Lohnes & Culver.

Executives:
William B. Smullin, *general manager*
Walter Richartz, *manager*
B. L. Smith, *chief engineer*

Services: Live studios, number 1, size of largest 40′ x 65′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 2x2 slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $170 plus, film $150. Minute spot live $35 plus, film $30. ID rate $15.

Medford: KBES-TV

Ch. 5. Owned by California Oregon Television, Inc. Address: P.O. Box 1189. Phone: 3-4581. Authorized eff. rad. pow.: visual 28.9 kw, aural 15.8 kw. Networks: CBS (prim.), NBC, ABC. Am station KUIN Grants Pass. Began operating July 14, 1953. Interconnected.

Representatives: National Hoag-Blair Co., Washington attorneys Dempsey & Koplovitz, consulting engineers Lohnes & Culver.

Stockholders: Subsidiary of Southern Oregon Broadcasting Company. Amos E. Voorhies, president (16⅔%); Everett A. Faber, vice president; Edward A. Malone, vice president; William B. Smullin, secretary-treasurer; Earle Voorhies (16⅔%); John Voorhies (16⅔%); Redwood Broadcasting Company, Inc. (50%).

Executives:
Amos E. Voorhies, *president*
William B. Smullin, *general manager & secretary-treasurer*
Ed A. Malone, *vice president & station manager*
Everett A. Faber, *vice president & business manager*
Jerry Poulos, *manager*
Nestor Williams, *chief engineer*

Services: News AP. Live studios, number 1, size of largest 30′ x 40′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors, area: 1¼x⅞. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, slide processing—direct positive.

Rates: Class A one hour live $265, film $250. Minute spot live $55, film $50. ID rate $25.

Portland: KGW-TV

Ch. 8. Owned by Pioneer Bcstg. Co. Address: 1139 S.W. 13th ave. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Network: ABC. Began operating December 17, 1956.

Representatives: National Blair Tv, Washington attorneys Haley, Doty & Wollenberg, consulting engineers Lohnes & Culver.

Stockholders: King Bcstg. (licensee of KING-TV-AM Seattle) (61.79%); Gordon D. Orput, president (2.5%); Paul F. Murphy, vice president (6.23%); Henry A. Kuckenberg, vice president (11.67%); W. Calder McCall, treasurer (.67%); Prescott W. Cookingham (.37%).

Executives:
Walter Wagstaff, *station manager*
John Pindell, *sales manager*
Tom Dargan, *program director*
Clare Hanawalt, *chief engineer*

Rates: Class A one hour $700. Minute spot $200. ID rate $100.

Portland: KLOR

Ch. 12. Owned by Oregon Television, Inc. Address: 915 N.E. Davis. Zone 14. Phone: BElmont 4-9721. Authorized eff. rad. pow.: visual 229 kw, aural 129 kw. Operating pow.: visual 238 kw, aural 119 kw. Networks: ABC (prim.). Began operating March 9, 1955. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorney Maurice Barnes, consulting engineer John Maloney.

Stockholders: Henry A. White, president (19.13%); Stephen E. Thompson, vice president & treasurer (19.13%); Robert L. Sabin, secretary (7.54%); William A. Healey (19.3%); Huntington Malarkey estate (7.54%); Julius L. Meier Jr., director (26.88%).

Executives:
Henry A. White, *president*
S. John Schile, *general manager*
Jack Wassan, *commercial manager*
Sam Herrick, *program director*
Jack Provis, *chief engineer*
Sherm Washburn, *news director*
Dean Collins, *farm director*
Vere Kneeland, *women's director*
Charlie LaFranchise, *sports director*

Services: News UP. Live studios, number 2, size of largest 5,000 sq. ft., number live cameras 4.

Film & ID: 2 16 mm film projectors; 2

2x2 slide and standard opaque slide projectors. Film should be sent to Robert Saunders. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services, 16 mm.

Color Equipment: network.

Rates: Class A one hour live $750, film $600. Minute spot live $150, film $120. ID rate $60.

Portland: KOIN-TV

Ch. 6. Owned by Mt. Hood Radio & Television Broadcasting Corp. Address: 140 S.W. Columbia st. Zone 1. Phone: Capitol 8-3333. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS. Am & fm stations KOIN. Began operating October 15, 1953. Interconnected.

Representatives: National CBS Television Spot Sales, Washington attorneys Dow, Lohnes & Albertson, consulting engineers Page, Creutz, Garrison & Waldschmitt.

Stockholders: Theodore R. Gamble & Harvey Benson (50%), as trustees under voting trust of original stockholders; Central New York Broadcasting Corporation (50%).

Executives:
Theodore R. Gamble, *president*
C. Howard Lane, *vice president & managing director*
John L. Palmer, *national sales manager*
Frank H. Coffin, *local sales manager*
Ted W. Cooke, *program director*
Louis S. Bookwalter, *chief engineer*
Tal Tripp, *news director*
William E. Drips, *farm consultant*
Betty Davis, *home economist*
John L. Carpenter, *sports director*
J. Robert McGill, *promotion manager*

Services: News AP. Live studios, number 3, size of largest 63′ x 64′, number live cameras 4. Remote equipment: available, number remote cameras 3 available from studio.

Film & ID: 3 16 mm GE Synchrolite film projectors; 2 Spindler & Sauppe slide projectors, 2x2 slides, picture area $^{29}/_{32}$ x $1^{5}/_{16}$ Bode rear screen projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, $15 minimum charge.

Color Equipment: network.

Rates: Class A one hour live $850, film $700. Class AA minute spot live $215, film $200. Class AA ID rate $100.

Portland: KPTV

Ch. 27. Owned by Storer Broadcasting Co. Address: 735 S.W. 20th place. Zone 5. Phone: CA 2-9921. Authorized eff. rad. pow.: visual 1,000 kw, aural 500 kw. Operating pow.: visual 1,000 kw, aural 500 kw. Networks: NBC (prim.). Began operating September 17, 1952. Interconnected.

Representatives: National NBC Spot Sales, regional Art Moore & Assoc., Washington attorney Robert F. Jones.

Stockholders: Storer Broadcasting Company (100%).

Executives:
George B. Storer, *president*
Francis J. Riordan, *managing director*
Donald Tykeson, *commercial manager*
Gordon White, *acting production manager*
Eugene V. Phelps, *chief engineer*
Ivan Smith, *news director*

Services: News UP wire & Fax. Live studios, number 2, size of largest 58′ x 83′, number live cameras 6. Remote equipment available, remote cameras available.

Film & ID: 2 16 mm 3 V color, 2 16 mm b&w film projectors; 3 2x2 slide projectors, including color. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour live subject to quotation, film $700. Minute spot live subject to quotation, film $120. ID rate $60.

Roseburg: KPIC

Ch. 4. Satellite of KVAL-TV Eugene, Oregon.

PENNSYLVANIA

Altoona: WFBG-TV

Ch. 10. Owned by Triangle Publications, Inc. Address: 1320 11th ave. Phone: 4-2031. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.), ABC, NBC. Am station WFBG. Began operating March 1, 1953.

Representatives: National Blair TV, Washington attorneys Lyon, Wilner & Bergson, consulting engineers Kear & Kennedy.

Stockholders: Walter H. Annenberg & family (100%).

Executives:
Edward M. Scala, *general manager*
Thomas E. Martin, *commercial manager*
K. R. Brubaker, *chief engineer*
George Carroll, *program director*

Services: News INS. Live studios, number 1, size of largest 25′ x 40′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2, 1 3x4 slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $750, film $750. Minute spot live $150, film $150. ID rate $75.

Bethlehem: WLEV-TV

Ch. 51. Owned by Associated Broadcasters, Inc. Address: P.O. Box 111. Phone: HEmlock 4-6278 (Allentown). Authorized eff. rad. pow.: visual 20 kw, aural 12.4 kw. Networks: NBC (prim.). Am & fm stations WEST. Began operating April 21, 1953. Interconnected.

Representatives: National Meeker Co., Inc., Washington attorneys George O. Sutton, consulting engineers James C. McNary.

Stockholders: Same as WGAL-TV Lancaster.

Executives:
Clair R. McCollough, *station director*
J. Robert Gulick, *national sales manager*
Elwood C. Anderson, *station manager*
J. E. Mathiot, *chief engineer*

Film & ID: 3 16 mm film projectors; 3 2x2 slide projectors, tape or metal mounted. Film should be sent to Elwood C. Anderson. Film required 72 hrs. before telecast; slides 72 hrs., artwork 96 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $200, film $200. Minute spot live $30, film $30. ID rate $15.

Rates: Class A one hour $200. Minute spot $30.

Easton: WGLV

Ch. 57. Owned by WGLV, Inc. Address: 2857 Nazareth rd. Phone: 3-3557. Authorized eff. rad. pow.: visual 83 kw, aural 44 kw. Operating pow.: visual 83 kw, aural 44 kw. Networks: ABC (prim.). Am & fm stations WEEX. Began operating June 26, 1953.

Representatives: National Headley-Reed TV, Washington attorneys Eliot C. Lovett, consulting engineers Paul Godley Co.

Stockholders: Same as Easton Publishing Company—Easton Express; J. L. Stackhouse, president & treasurer.

Executives:
Charles R. Thon, *general manager*
Martin Barsky, *national sales manager*
William Latham, *local sales manager*
Peter F. Gallagher, *program director*
Robert Francett, *chief engineer*
Jack Rattigan, *news editor*

Rates: Class A one hour live $175, film $175. Minute spot live $30, film $30. ID rate $15.

Erie: WICU

Ch. 12. Owned by Dispatch Inc. Address: 3514 State st. Phone: 45-201. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 30 kw, aural 15 kw. Networks: NBC (prim.), ABC. Am station WIKK. Began operating March 15, 1949. Interconnected.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Howard McGrath, consulting engineers Frank McIntosh.

Stockholders: Ownership: Same as Erie Dispatch. Edward Lamb, president & treasurer (70.83%); J. Howard McGrath, executive vice president; Frank C. Oswald, vice president; Cecile Huebner, secretary; Edward H. Lamb, assistant secretary; Prudence H. Lamb, director (21.11%)—as trustee for 3 Lamb family trusts, holds remaining 8.06%. Holds CP for WMAC-TV Massillon, O., is tv applicant for Toledo, operates WHOO Orlando.

Executives:
Edward Lamb, *president*
Ben B. McLaughlin, *general manager*
Karl R. Nelson, *commercial manager*
Robert L. Lunquist, *program director*
Michael Csop, *chief engineer*
Robert Weschler, *promotion manager*

Services: News AP, UP, Unifax, Western Union sports wire. Live studios, number 2, size of largest 80′ x 45′, number live cameras 2.

Film & ID: 4 16 mm film projectors; 1 2x2 35 mm Gray Telejector slide projector, area covered: ¾x1. Film should be sent to John W. Cook, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $700, film $700. Minute spot live $140, film $140.

Erie: WSEE

Ch. 35. Owned by Great Lakes Television Co. Address: 1220 Peach. Phone: 5-7575. Authorized eff. rad. pow.: visual 170 kw, aural 85 kw. Networks: CBS (prim.), ABC. Began operating April 25, 1954. Interconnected.

Representatives: National Avery-Knodel, Inc., Washington attorneys Haley, Doty & Wollenberg, consulting engineers Kear & Kennedy.

Stockholders: Jacob A. Young, chairman (11.66%); George J. Mead, president (16.66%); Charles E. Denny, vice president (5.33%); James R. McBrier, vice president (6%); A. R. Minadeo, vice president (15.33%); James A. Quisenberry, secretary-treasurer (2.66%); John J. Mead Jr. (13%); J. T. Simmons (8.33%); John W. English (6.95%); John J. Boland Jr. (6.95%); Edward Mead (1.3%); J. B. Held (3.66%); Mary Mead (1.05%); James Mead (1.05%). Ownership interlocks with WNAO-TV Raleigh, N.C.

Executives:
George J. Mead, *president*
Frank B. Palmer, *general manager*
Donald Boyce, *regional sales manager*
Jay B. Sondheim, *local sales manager*
Art Hook, *program director*
Ed Zellefrow, *chief engineer*
Richard Sprague, *news director*
Leo A. Urbanowicz, *promotion manager*

Services: News UP. Live studios, number 2, size of largest 45′ x 75′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector, critical area: ⅝x⅞. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. 16 mm film handled in film processing.

Rates: Class A one hour live $300, film $300. Minute spot live $65, film $60. ID rate $30.

STATIONS: PENNSYLVANIA

Harrisburg: WCMB-TV

Ch. 27. Owned by Rossmoyne Corporation. Address: 228 Court st. Phone: CEdar 4-3005. Authorized eff. rad. pow.: visual 240 kw, aural 120 kw. Operating pow.: visual 240 kw, aural 120 kw. Am station WCMB. Began operating September 8, 1954. Interconnected.

Representatives: National Gill-Perna, Inc., Washington attorneys McKenna & Wilkinson, consulting engineers Frank McIntosh.

Stockholders: Edgar T. Shepard Jr. (51%); Edgar K. Smith (33⅓%); treasury stock 15⅔%.

Executives:
Edgar T. Shepard, *president*
Ed K. Smith, *general manager*
J. Howard Bair, *chief engineer*
Ed Conway, *sports director*
John A. Smith, *farm director*
Ralph Nelson, *news director*

Services: News AP. Live studios, number 2, size of largest 30′ x 36′, number live cameras 2. Remote equipment: ACF mobile, composite utilizing studio interchangeable gear.

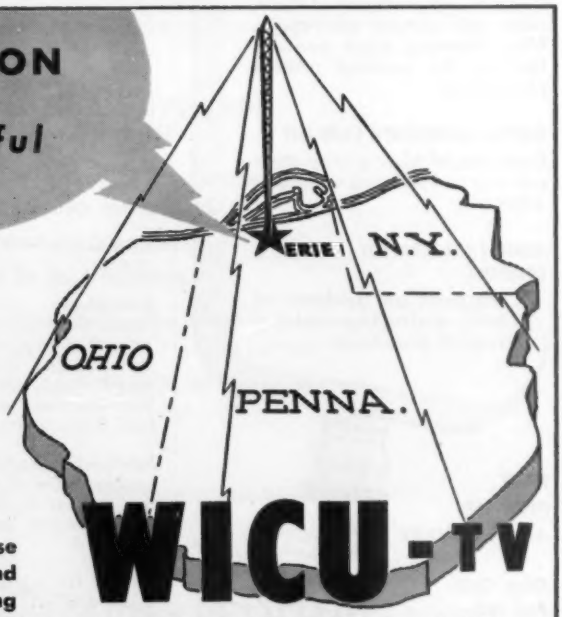
Film & ID: 2 16 mm, GE PF-5-A Synchro-Lite, GE Videcon chain film projectors; 1 2x2 tape mounted Gray Telojector slide projector. Film should be sent to Ed K.

Erie's ONLY VHF STATION

• Now in our 8th successful year of Telecasting!

- Reaching and Selling 98.5% of Erie County's 65,500 Homes.
- Reaching and Selling 222,500 Homes in New York, Pennsylvania and Ohio.
- Predominantly the favorite station in the Erie Area according to rating by Pulse, Inc.
- Erie's Pioneer Television Station.
- Affiliated with NBC and ABC Networks.

LOOKING FOR THE IDEAL TEST MARKET? In these days of selective advertising, marketing and merchandising, many have found the winning combination: WICU and ERIE—the nation's No. 1 Test Market!



WICU-TV
CHANNEL 12

OWNED AND OPERATED BY
EDWARD LAMB ENTERPRISES

REPRESENTED BY:
• WICU—channel 12. Edward Petry Co., Inc.
• Erie Dispatch. Reynolds—Fitzgerald, Inc.
• WIKK—N.B.C. Edward Petry Co., Inc.

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Here's an old established one-stop source for all your direct mail advertising needs at reasonable prices . . .

HOOVEN LETTERS, INC.

Producers of the famous individualized automatically typewritten Hooven Letter, type and machine addressing, multigraphing, Nahmco Process Letters and all mailing and lettershop services.

THE HORACE H. NAHM COMPANY

Creators and producers of direct mail and printed advertising. Idea, Planning, Copy and Art facilities for resultful printed promotions.

HOOVEN LITHOGRAPH COMPANY

Producers of high quality offset printing in black and white and color.

NAHM PHOTOGRAVURE COMPANY

Designers and producers of finest quality engraved and rotolith letterheads.

FAST PICK UP AND DELIVERY

One Call For All—

LExington 2-6162

HOOVEN LETTERS, INC.

352 Fourth Ave., New York 10, N. Y.

COMPLETE DIRECT MAIL SERVICES

Smith. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $200. Minute spot live $30. ID rate $30.

Harrisburg: WHP-TV

Ch. 55. Owned by WHP, Inc. Address: 216 Locust st. Phone: CEdar 4-3211. Authorized eff. rad. pow.: visual 229 kw, aural 123 kw. Operating pow.: visual 182 kw, aural 100 kw. Networks: CBS (prim.). Am & fm stations WHP. Began operating April 1, 1953.

Representatives: National Bolling Co., Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers George C. Davis.

Stockholders: Telegraph Press, Inc. (96.25%); E. J. Stackpole, president & treasurer (.0823%); A. K. Redmond, vice president (3.5%); A. H. Stackpole, vice president (.0823%); Bowman A. Brown, secretary & assistant treasurer (.0823%).

Executives:
A. K. Redmond, *general manager*
Dick Redmond, *program manager*
Beatrice Potteiger, *sales service director*
Joe Harper, *news director*
E. Dan Liebensperger, *chief engineer*
George Gottschalk Jr., *promotion director*

Rates: Class A one hour film $325. Minute spot film $65. ID rate $32.50.

Harrisburg: WTPA

Ch. 71. Owned by The Patriot-News Company. Address: 3235 Hoffman st. Phone: CEdar 8-7171. Authorized eff. rad. pow.: visual 220 kw, aural 110 kw. Operating pow.: visual 220 kw, aural 110 kw. Networks: ABC (prim.). Began operating July 6, 1953. Interconnected.

Representatives: National Harrington, Righter & Parsons, Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Lohnes & Culver.

Stockholders: The Patriot-News Company (100%).

Executives:
Donald D. Wear, *general manager*
Allen P. Solada, *commercial manager*
Mac McCauley, *program director*
Paul D. Gross, *chief engineer*
Fred Leuschner, *news director*
Rick Riker, *promotion director*

Services: News UP, Unifax. Live studios, number 2, size of largest 35′ x 55′, number live cameras 3. Remote equipment: ACF bus completely equipped, number remote cameras 3.

Film & ID: 2 RCA 16 mm film projectors; 2 Bell & Howell newsreel 16 mm cameras 1 2x2 slide projector, safe area: 27/32x1⅓. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; Houston negative development.

Color Equipment: network.
Rates: Class A one hour live $350. Minute spot live $70. ID rate $35.

Johnstown: WARD-TV

Ch. 56. Owned by Rivoli Realty Company. Address: Porch bldg., Franklin st. Phone: Johnstown 8-1216. Operating pow.: visual 18 kw, aural 10 kw. Networks: CBS (prim.) ABC. Began operating October 15, 1953. Non-interconnected.

Representatives: National Weed Television Corp., consulting engineers George C. Davis.

Stockholders: Walter M. Thomas, president-treasurer (17.24%); Dr. George D. Gartland, vice president (17.24%); Margaret E. Gartland, secretary (51.72%); Clarence B. Hammerle (6.89%); George D. Gartland Sr. (6.89%).

Executives:
Walter M. Thomas, *president*
Richard J. Butterfield, *general manager & commercial manager*
William Wilson, *program director*
Richard Kline, *chief engineer*
Frank C. Jordan, *news director*
William Santoro, *farm director*
Alma Cramer, *women's director*
Robert Sefick, *sports director*

Services: News UP. Live studios, number 2, size of largest 20′ x 20′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Agnes Davis. Film required 48 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Rates: Class A one hour live $250, film $200. Minute spot live $39.50, film $37.50. ID rate $10.

Johnstown: WJAC-TV

Ch. 6. Owned by WJAC, Inc. Address: 329 Main st. Phone: 5-1262. Authorized eff. rad. pow.: visual 70.8 kw, aural 35.4 kw. Operating pow.: visual 70.8 kw, aural 35.4 kw. Networks: NBC (prim.), CBS, ABC. Am station WJAC. Began operating September 15, 1949. Interconnected.

Representatives: National The Katz Agency, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers James C. McNary.

Stockholders: The Johnstown Tribune Publishing Co. (100%).

Executives:
Walter W. Krebs, *president*
A. D. Schrott, *general manager*
John Hepburn, *sales manager*
Frank P. Cummins, *program director*
Theodore Campbell, *chief engineer*
Nevin Straub, *director of technical operation*

Services: News UP, AP Photofax. Live studios, number 1 plus kitchen, size of largest 30′ x 40′, number live cameras 2 b&w, 1 color.

Film & ID: 2 color, 2 b&w 16 mm film projectors; 2 35 mm Selectro-slide, 2 RCA color slide projectors. Artwork film and slides should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, local live camera, film, slides.

Rates: Class AA one hour live on request,

NOW 3 if you want the top markets in Pennsylvania you'll have to include WJAC-TV

THE FACTS AND FIGURES* ARE IN . . . and they prove a new point that's important to every advertiser who wants to blanket Pennsylvania . . . WJAC-TV, Johnstown, gives commanding coverage of the Number Three TV Market in the state. Consider these vital statistics:

TV HOMES	MONTHLY COVERAGE
1,074,000	672,100

Includes 32 counties in Pennsylvania, 7 counties in West Virginia and 2 counties in Maryland.

100% coverage of TV Homes in 6 counties.

50% or more coverage in 31 counties.

When you go beyond these figures, too . . . into programming appeal, viewer loyalty, audience sales response . . . you begin to understand why WJAC-TV dominates Southwestern Pennsylvania . . . why it now ranks in the Top Three TV Markets in the Keystone State!

* Nielsen Coverage Service—Report No. 2

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Getting BIGGER and BETTER *all the time!*

For full details, see your KATZ man!

it pays to sell these 989,605 families

WGAL-TV

Lancaster, Penna.

NBC and CBS

AMERICA'S 10th TV MARKET

- 917,320 TV sets
- 989,605 families
- 3½ million people
- $5¾ billion annual income
- $3⅔ billion retail sales

Channel 8 Multi-City Market

Harrisburg, York, Hanover, Gettysburg, Chambersburg, Waynesboro, Frederick, Westminster, Carlisle, Sunbury, Martinsburg, Reading, Lebanon, Pottsville, Hazleton, Shamokin, Mount Carmel, Bloomsburg, Lewisburg, Lewistown, Lock Haven, Hagerstown

316,000 WATTS

STEINMAN STATION

CLAIR McCOLLOUGH, Pres.

Representative

the **MEEKER** company, inc.

New York, Chicago, Los Angeles, San Francisco

film $750. Minute spot live on request, film $150. ID rate $68.

Lancaster: WGAL-TV

Ch. 8. Owned by WGAL, Inc. Address: 24 S. Queen st. Phone: EX 3-5851. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC (prim.), CBS. Am & fm stations WGAL. Began operating March 18, 1949. Interconnected.

Representatives: National Meeker Co., Inc., Washington attorney Duke M. Patrick, consulting engineer James C. McNary.

Stockholders: Owned by J. Hale & J. F. Steinman, who also own WDEL-am-fm Wilmington, Del., WLEV-TV Bethlehem, WKBO WEST-am-fm Easton. Steinmans also own Lancaster Intelligencer-Journal and New Era.

Executives:
Clair R. McCollough, *president & general manager*
J. Robert Gulick, *assistant general manager in charge of sales*
Harold E. Miller, *station manager*
Robert Dreher, *national sales manager*
Paul C. Rodenhauser, *program director*
Robert Malick, *farm director*
Paul I. Woodland, *promotion manager*
J. E. Mathiot, *chief engineer*
James Cox, *news director*

Services: News AP. Remote equipment: mobile unit, RCA 2-camera chain, number remote cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 1 2x2 Bausche & Lomb balop selectroslide Jr., 3¼x4 telop; 3¼x4 balop. Film should be sent to Paul C. Rodenhauser, Program Manager. Film required 72 hrs. before telecast; slides 48 hrs., artwork 6 days. Film editing services, 16 mm.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $1,200, film $1,200. Minute spot live $240, film $240. ID rate $120.

Philadelphia: WCAU-TV

Ch. 10. Owned by The Philadelphia Bulletin. Address: City Line & Monument ave. Zone 31. Phone: GReenwood 7-8300. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station WCAU. Began operating March 1, 1948. Interconnected.

Representatives: National CBS-TV Spot Sales, Washington attorneys Pierson, Ball & Dowd.

Stockholders: The Bulletin Company, publisher of the Philadelphia Evening and Sunday Bulletin (100%).

Executives:
Donald W. Thornburgh, *president & general manager*
Joseph L. Tinney, *vice president & assistant general manager*
Robert M. McGredy, *vice president in charge of tv sales*
Charles Vanda, *vice president in charge of television*
John G. Leitch, *vice president in charge of engineering*
Charles Shaw, *news editor*
William Bennett, *farm director*
Bill Campbell, *sports director*
Robert N. Pryor, *vice president in charge of public relations*

Services: News AP, UP, WCAU news bureau, INS. Live studios, number 4, size of largest 60′ x 80′, number live cameras 14. Remote equipment: 1 RCA mobile unit.

Film & ID: 6 RCA 16 mm film projectors, 2 for color; 3 automatic RCA dual 2x2 double frame slide projectors, critical copy must fall within ⅞x⅝ area, mounted between glass in Davidson metal mounts; 1 Trans Lux, 1 Eastman rear screen projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston 22B negative processor. Eastman Kodak, Du Pont 16 mm.

Color Equipment: network, film, slides.

Rates: Class A one hour live $3,250, film $3,250. Minute spot live $750, film $750. ID rate $375.

Philadelphia: WFIL-TV

Ch. 6. Owned by Triangle Publications, Inc. Address: 46th & Market sts. Zone 39. Phone: EVergreen 2-4700. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: ABC (prim.). Am station WFIL. Began operating September 13, 1947.

Representatives: National Blair-TV, Washington attorneys Lyon, Wilner & Bergson, consulting engineers Kear & Kennedy.

Stockholders: Walter H. Annenberg & family (100%).

Executives:
Roger W. Clipp, *general manager*
Kenneth W. Stowman, *commercial manager*
James Felix, *program director*
Henry E. Rhea, *chief engineer*
Gunnar Back, *news director*
Howard Jones, *farm director*
Tom Moorehead, *sports director*

Services: News INS. Live studios, number 3, size of largest 48′ x 65′, number live cameras 10 RCA. Remote equipment: RCA, number remote cameras 5.

Film & ID: 3 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Miss Connie Day. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; 16 mm.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $3,200, film $3,200. Minute spot live $750, film $750. ID rate $375.

Philadelphia: WPFH

(See Wilmington, Del.)

Philadelphia: WRCV-TV

Ch. 3. Owned by National Broadcasting Company, Inc. Address: 1619 Walnut st. Zone 3. Phone: LOcust 4-3700. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station WRCV.

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NBC TELEVISION'S LEADERSHIP STATION IN PHILADELPHIA

TED WALWORTH, JR., Sales Manager

STATIONS: PENNSYLVANIA

Began operating September 1, 1941. Interconnected.

Representatives: National NBC Spot Sales, consulting engineers NBC Engineering.

Stockholders: National Broadcasting Co. (100%).

Executives:
Robert W. Sarnoff, *NBC president*
Lloyd E. Yoder, *vice president & general manager*
Curtis D. Peck, *director of operations*
Theodore H. Walworth Jr., *sales director*
Stan Lee Broza, *director of programs*
George Cyr, *program manager*
William A. Howard, *chief engineer*
John Raleigh, *news director*
John P. Wiley, *advertising & promotion manager*
George M. Mathews, *business manager*

Services: News AP, INS, UP. Live studios, number 3, size of largest 28′ x 49′, number live cameras 12. Remote equipment: 4-camera mobile unit, number remote cameras 10.

Film & ID: 3 RCA 16 mm film projectors; 2 RCA 2x2 slide projectors. Film should be sent to feature films to: Film Department; commercial films to: Operations Desk, WRCV-TV Traffic Department. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, live, film, slides.

Rates: Class AA one hour live $3,200, film $3,200. 20-sec. spot live $825, film $825. ID rate $415.

Pittsburgh: KDKA-TV

Ch. 2. Owned by Westinghouse Broadcasting Company, Inc. Address: 1 Gateway center. Zone 22. Phone: EXpress 1-3000. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.), CBS, ABC. Am station KDKA. Began operating January 1949 as WDTV.

Representatives: National Peters, Griffin, Woodward, Inc.

Stockholders: Westinghouse Electric Corporation (100%).

Executives:
Donald H. McGannon, *president Westinghouse Broadcasting Co.*
Harold C. Lund, *vice president Westinghouse Broadcasting Co.*
Jerome (Tad) Reeves, *general manager*
John Stilli, *sales manager*
Byron Dowty, *program director*
Raymond W. Rogers, *chief engineer*
David N. Lewis, *promotion manager*

Services: News UP newsreel, UP Facsimile. Live studios, number 2, size of largest 73′ x 68′, number live cameras 2 image Orthicon per studio (3rd available). Remote equipment: remote truck & associated equipment.

Film & ID: 4 16 mm film projectors; 3 film cameras; flying spot scanners for 2x2 glass slides. Film should be sent to Richard Dreyfuss, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 62 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $1,500, film $1,500. Minute spot live $300, film $300. ID rate $150.

Pittsburgh: WENS

Ch. 16. Owned by Telecasting, Inc. Address: Suite 214, Carlton House. Zone 19. Phone: EXpress 1-1545, WEllington 1-1200 (transmitter). Authorized eff. rad. pow.: visual 200 kw, aural 100 kw. Operating pow.: visual 200 kw, aural 100 kw. Networks: ABC, NBC, CBS. Began operating August 3, 1953.

Representatives: Washington attorneys McKenna & Wilkinson, consulting engineers Jansky & Bailey.

Stockholders: Thomas P. Johnson, president (13.8%); Larry H. Israel, vice president (5%); William H. Rea, secretary-treasurer; Henry Oliver Rea, director (8.35%); John W. Galbreath (5.55%); Donald C. Lott (2.77%); Ralph McP Kiner (2.77%); Robert F. Prince (2.77%); Norton Cotterill (2.22%); A. Donovan Faust (4.5%); Tyrone Corp. (5.55%); and 16 others each owning less than 1%.

Executives:
Thomas P. Johnson, *president*
Larry H. Israel, *vice president & general manager*
James Hurley, *chief engineer*
B. J. Lehman, *traffic manager*
Vera E. Oldenburg, *sales service manager*

Services: Live studios, number 2, size of largest 60′ x 60′, number live cameras 4. Remote equipment: Du Mont dual camera chain, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors, area scanning requirements: $1\frac{3}{16}$x$1\frac{5}{16}$. Film should be sent to Nelson White. Film required 24 hrs. before telecast. Film editing services.

Rates: Class A one hour live $450. Minute spot $95.

Scranton: WARM-TV

Ch. 16. Owned by Union Broadcasting Co. Address: 333 Madison ave. Phone: DIamond 3-1245. Authorized eff. rad. pow.: visual 191 kw, aural 102 kw. Operating pow.: visual 191 kw, aural 102 kw. Networks: ABC (prim.). Am station WARM. Began operating February 9, 1954.

Representatives: National Bolling Co., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Jansky & Bailey.

Stockholders: Martin F. Memolo, president (21.2%); William W. Scranton, treasurer (64.5%); William M. Dawson, vice president (3%); Sam M. Feigenbaum (1.5%); Roswell J. Parker (1.5%); Art Bolin (1%); Earl E. Gress (1%); John J. Memolo, vice president (.1%); James S. Scandale (.2%); William W. Scranton also owns 30% of WTVE Elmira, N.Y.

Executives:
Martin F. Memolo, *president*
William B. Dawson, *general manager*
Samuel Feigenbaum, *commercial manager*
Arthur Bolin, *program director*
Roswell J. Parker, *chief engineer*
John Von Bergen, *news director*
Jess Landenberger, *farm director*
Janet Miller, *women's director*
George Gilbert, *sports director*
Mary L. Walsh, *traffic manager*
Frances M. Breslin, *promotion director*

Services: News AP. Live studios, number 1, size of largest 40′ x 100′, number live cameras 2. Remote equipment: number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 Gray telejector. Film should be sent to Film Director, Alan Hedgecock. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; 16 mm negative film processing.

Rates: Class A one hour live $225, film $225. Minute spot live $45, film $45. ID rate $22.50.

Scranton: WGBI-TV

Ch. 22. Owned by Scranton Broadcasters, Inc. Address: 1000 Wyoming ave. Zone 9. Phone: DI 2-7634. Authorized eff. rad. pow.: visual 1,000 kw, aural 560 kw. Operating pow.: visual 215 kw, aural 115 kw. Networks: CBS (prim.). Am & fm stations WGBI. Began operating June 7, 1953. Non-interconnected.

Representatives: National Blair-TV, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineer George C. Davis.

Stockholders: Mrs. M. E. Megargee, president & treasurer (85%); (55% as executrix, estate of Frank Megargee); Mrs. K. A. Megargee, secretary (15%); Marcella Megargee Holcomb, vice president.

Executives:
Mrs. M. E. Megargee, *president*
Mrs. D. M. Holcomb, *vice president*
George D. Coleman, *general manager*
Jack Nedell, *commercial manager*
Mort Rosenthal, *program director*
Kenneth R. Cooke, *chief engineer*
Tom Powell, *news director*
Jim Dull, *sports director*
Doug Holcomb, *promotion director*

Services: News AP, CBS Newsfilm. Live studios, number 1, size of largest 35′ x 25′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 glass mounted slide projectors, scan area: 22 mm x 30 mm, safe viewing area: 16 mm x 22 mm. Film should be sent to Mort Rosenthal. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs.

Rates: Class A one hour live $400, film $400. Minute spot live $80, film $80. ID rate $40.

Wilkes-Barre: WBRE-TV

Ch. 28. Owned by WBRE-TV, Inc. Address: 62 S. Franklin. Phone: VAlley 3-3101. Authorized eff. rad. pow.: visual 1,000 kw, aural 500 kw. Operating pow.: visual 1,000 kw, aural 500 kw. Networks: NBC (prim.). Am & fm stations WBRE. Began operating January 1, 1953. Interconnected.

Representatives: National Headley-Reed TV, Washington attorneys Hogan & Hartson, consulting engineer Robert Silliman.

Stockholders: Louis G. Baltimore; David

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RADIO—**BOSTON,** WBZ+WBZA; **PITTSBURGH,** KDKA; **CLEVELAND,** KYW; **FORT WAYNE,** WOWO; **CHICAGO,** WIND; **PORTLAND,** KEX . . . TELEVISION—**BOSTON,** WBZ-TV; **PITTSBURGH,** KDKA-TV; **CLEVELAND,** KYW-TV; **SAN FRANCISCO,** KPIX

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KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

M. Baltimore & family.

Executives:
Louis G. Baltimore, *president*
David M. Baltimore, *vice president & general manager*
Ernest Lewis, *commercial manager*
Franklin D. Coslett, *operations director & news director*
Charles Sakoski Sr., *chief engineer*
Fred Foerster, *production director*
Robert Gibson, *film director*
Andrew Kotch, *art director*

Services: News AP, UP, UP Facsimile, INS Telenews. Live studios, number 3, size of largest 18' x 30', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2x2 projectors glass slides. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, 16 mm reversal Bridgamatic.

Color Equipment: network.

Rates: Class AA one hour live $585, film $525. Minute spot live $115, film $105. ID rate $52.50.

Wilkes-Barre: WILK-TV

Ch. 34. Owned by Wyoming Valley Broadcasting Co. Address: 88 N. Franklin st. Phone: VA 4-4666. Authorized eff. rad. pow.: visual 1,000 kw, aural 500 kw. Operating pow.: visual 1,000 kw, aural 500 kw. Networks: ABC (prim.). Am station WILK. Began operating September 7, 1953. Interconnected.

Representatives: National Avery-Knodel, Inc., Washington attorneys Miller and Schroeder, consulting engineers Page, Creutz, Garrison & Waldschmitt.

Stockholders: Mitchell Jenkins, Roy E. Morgan, Thomas P. Shelburne, Leon Schwartz, Mrs. I. C. Morgan, Harold Gray, Gerald L. Wise, Vernon L. Wise (each 12½%).

Executives:
Mitchell Jenkins, *president*
Roy E. Morgan, *vice president*
Thomas P. Shelburne, *managing director & treasurer*
Malcolm Dale, *commercial manager*
Hal Berg, *program director*
T. S. French, *chief engineer*
Tom Bigler, *news director*
James Hutchinson, *farm director*
Nancy Berg, *women's director*
John Sobol, *sports director*
Marlene Scaffido, *promotion director*
Louise Tillie, *operations desk*

Services: News AP. Live studios, number 2, size of largest 35' x 35', number live cameras 2. Remote equipment: cameras 2.

Film & ID: 2 16 mm GE Synchrolite film projectors; 1 Gray Telejector, 1 GE Balop slide projector. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $375, film $300. Minute spot live $60, film $60. ID rate $30.

York: WSBA-TV

Ch. 43. Owned by Susquehanna Broadcasting Co. Address: South Queen st., extended. Phone: YOrk 25-531. Authorized eff. rad. pow.: visual 170 kw, aural 86 kw. Operating pow.: visual 20 kw, aural 10 kw. Networks: ABC (prim.). Am station WSBA. Began operating December 1952. Interconnected.

Representatives: National Young Television Corp., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineer George C. Davis.

Stockholders: approximately 80% of stock is owned by estate of Louis J. Appell, deceased.

Executives:
Louis J. Appell Jr., *president*
Robert M. Stough, *commercial manager*
Jim Curtis, *program director*
Arthur C. Hafer, *chief engineer*
Otis B. Morse IV, *news director*
Eve Cook, *women's director*
Eddie Waleski, *sports director*
Stephen B. Fayer, *promotion director*

Services: News AP. Live studios, number 3, size of largest 40' x 60', number live cameras 2.

Film & ID: 2 RCA 16D film projectors; 2 Spindler & Sauppe 2x2 slide projectors. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services; 16 mm film processing.

Rates: Class A one hour live $200, film $200. Minute spot live $37.50, film $37.50. ID rate $20.

RHODE ISLAND

Providence: WJAR-TV

Ch. 10. Owned by The Outlet Company. Address: 176 Weybosset st. Zone 2. Phone: GAspee 1-8255. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC (prim.), ABC. Am station WJAR. Began operating July 10, 1949. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: The Outlet Company.

Executives:
George O. Griffith, *vice president & treasurer*
J. S. (Dody) Sinclair, *administrative assistant to vice president*
Dave Shurtleff, *director of sales*
Seymour Horowitz, *program director*
Frederick R. Griffiths, *operations manager*
Edward Boghosian, *sales manager*
Manning Tesser, *production manager*
Thomas Prior, *chief engineer*
Warren Walden, *news & sports director*
Walter Covell, *farm director*

Services: News AP, CBS newsfilm, INS Photo (facsimile service). Live studios, number 2, size of largest 46' x 37', number live cameras 3. Remote equipment: portable transmitter, mobile unit, number remote cameras 2 RCA Image Orthicon.

Film & ID: 4 16 mm film projectors; 2 2x2 tape or metal mounted slide projectors; telop projector, 4x5 cards; safe copy area: 2¼x3¼. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Bridge-O-Matic R TV 930 & 931.

Color Equipment: network.

Rates: Class A one hour live $1,200. Minute spot live $250, film $240. ID rate $120.

Providence: WPRO-TV

Ch. 12. Owned by Cherry & Webb Broadcasting Company. Address: WPRO bldg., 24 Mason st. Zone 2. Phone: PLantations 1-9776. Authorized eff. rad. pow.: visual 316 kw. aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station WPRO. Began operating March 27, 1955. Interconnected.

Representatives: National Blair-TV, Inc. Dow, Lohnes & Albertson Washington attorneys, James C. McNary consulting engineers.

Stockholders: William S. Cherry, Jr., president (44.9%); Anna Cherry Gross, vice president (44.9%); Charles W. Knowles, treasurer (10.2%).

Executives:
William S. Cherry Jr., *president*
Arnold F. Schoen Jr., *general manager*
Eugene W. Wilkin, *commercial manager*
Raymond A. Gilvard, *program director*
John V. Ferri, *chief engineer*
E. Paul Abert, *operations manager*

Services: News UP, Movietone. Live studios, number 2, size of largest 30'x50', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 selectroslide slide projectors, safe viewing area 18 mm x 24 mm centered in scanned area. Film should be sent to Operations Desk. Material required by station prior to telecast: film 72 hrs.; slides 72 hrs.; artwork 72 hrs. Film editing services.

Rates: Class A one hour live $1,000, film $1,000. Minute spot live $180, film $180. ID rate $90.

SOUTH CAROLINA

Anderson: WAIM-TV

Ch. 40. Owned by Wilton E. Hall. Address: 321 Kingsley rd. Phone: CAnal 6-1511-2-3. Authorized eff. rad. pow.: visual 207 kw, aural 103.5 kw. Networks: CBS, ABC. Am station WAIM. Began operating December 15, 1953. Interconnected.

Representatives: National Headley-Reed Co., Washington attorneys Cottone & Scheiner, consulting engineer George C. Davis.

Stockholders: Wilton E. Hall (100%).

Executives:
Wilton E. Hall, *owner*
Glenn P. Warnock, *general manager*
John McCallum, *commercial manager*
Ray Barath, *program director*
Earl Cosens, *chief engineer*
Buddy Hall, *news director*
Sue Muir, *women's director*
Al Joseph, *sports director*

Services: News INS. Live studios, number

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2, size of largest 40′ x 60′, number live cameras 2.

Film & ID: 3 35 mm, 16 mm film projectors; 2 Federal, 1 Gray Telejector slide projectors. Film should be sent to Virginia Barath. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston 16 mm.

Rates: Class A one hour live $220, film $200. Minute spot live $40 plus, film $40. ID rate $25.

Charleston: WCSC-TV

Ch. 5. Owned by WCSC, Inc. Address: 485 East Bay. Phone: 3-8371. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS, ABC. Am & fm stations WCSC. Began operating June 19, 1953.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: John M. Rivers, president-treasurer (63.74%); G. L. B. Rivers, vice president (.94%); Martha Rivers, secretary (.01%); I. Mayo Read, director (.12%); Dr. Robert Wilson Jr., director (.31%); Arthur L. Rivers II (1.88%); remaining stockholders own less than 1% each.

Executives:
John M. Rivers, *president & general manager*
Roland Weeks, *station manager & national commercial manager*
Ralph E. Thornley, *regional commercial manager*
Charles E. Hall, *program director*
Emmett Robinson, *production manager*
Wilbur R. Albee, *chief engineer*
Ken Klyce, *news director*
George Norwig, *sports director*
Mrs. Annie Lee Small, *promotion manager (publicity & merchandising)*
Carl Kilpatrick, *chief of photography*
Annie Laurie Quarterman, *film & traffic supervisor*

Services: News UP Movietone, UP radio wire. Live studios, number 1, size of largest 50′ x 30′, number live cameras 2.

Film & ID: Flying Spot Scanner, 2x2 slide projector, overall area 2x2, usable area 32x24, safety area 18x24 oval. Film should be sent to Film Department. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Complete film editing services.

Color Equipment: network.

Rates: Class A one hour live on request, film $300. Minute spot live $80.50, film $75. ID rate $35.

Charleston: WUSN-TV

Ch. 2. Owned by Southern Broadcasting Co. Address: East of Cooper River Bridge. Hwy. 17. Phone: Mount Pleasant 4141. Authorized eff. rad. pow.: visual 100 kw, aural 53.7 kw. Operating pow.: visual 100 kw, aural 53.7 kw. Networks: NBC, ABC. Began operating September 25, 1954.

Representatives: National Weed Television Corp., Washington attorney Eliot C. Lovett, consulting engineers Gautney & Jones.

Stockholders: J. Drayton Hastie, president (14.3%); Sara C. Hastie (5.9%); George L. Buist (2.9%); Theodore D. Maybank, vice president (4%); and others.

Executives:
J. Drayton Hastie, *president & general manager*
Douglas M. Bradham, *assistant general manager*
Grange S. Cuthbert Jr., *commercial manager*
Clark Davis, *production director*
Walter Nelson, *chief engineer*

Services: News UP. Studios, number 1, size of largest 40′ x 80′, number live cameras 2 RCA camera chains.

Film & ID: 1 RCA film camera; 2 RCA film projectors; 1 Gray slide projector; 1 Telop opaque projector. 1 TSC rear screen projector.

Rates: Class A one hour live $300, film $300. Minute spot live $75, film $75. ID rate $35.

Columbus: WIS-TV

Ch. 10. Owned by WIS-TV Corporation. Address: 1111 Bull st. Phone: 3-6431. Authorized eff. rad. pow.: visual 269 kw, aural 135 kw. Operating pow.: visual 269 kw, aural 135 kw. Networks: NBC. Am station WIS. Began operating November 7, 1953. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Lohnes & Culver.

Stockholders: The Broadcasting Company of the South (WIS) (81%); E. Grenville Seibels II (5.77%); 16 others, none with over 3%.

Executives:
G. Richard Shafto, *president*
Charles A. Batson, *managing director*
Law Epps, *sales manager*
Adrian R. Munzell, *program coordinator*
John Bondeson, *director of promotion*
Barnett Goldberg, *technical supervisor*
E. Grenville Seibels II, *news director*

Services: News INS Telenews. Live studios, number 2, size of largest 46′ x 50′, number live cameras 3. Remote equipment: 1 field chain, number remote cameras 1.

Film & ID: 2 16 mm RCA film projectors; 2 Spindler & Sauppe slide projectors for 2x2 slides. Station accepts SRA standards for ID slides. Film should be set to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Information of film editing services and film processing unit available on request.

Color Equipment: network.

Rates: Class AA one hour live $400, film $400. Minute spot live $100, film $100. ID rate $50.

Columbia: WNOK-TV

Ch. 67. Owned by Palmetto Radio Corp. Address: 1811 Main st. Phone: 3-9401. Authorized eff. rad. pow.: visual 741 kw, aural 372 kw. Operating pow.: visual 93.5 kw, aural 47 kw. Networks: CBS (prim.). Am station WNOK. Began operating September 1, 1953.

Representatives: National Paul H. Raymer Co., Inc., Washington attorneys Covington & Burling, consulting engineers Jansky & Bailey, Inc.

Stockholders: Irwin Kahn, president (29.8%); H. Moody McElveen Jr., vice president (3.06%); W. Croft Jennings, vice president (6.9%); J. W. Lindau III, vice president (11.4%); Carlisle Roberts, secretary (7.35%); Samuel Litman, treasurer (10%); Louis G. Merritt (4.82%)—with wife; over 40 others, none owning more than 3.5%. Mr. McElveen also is executive vice president & .1% owner of radio WORD Spartanburg, S. C.

Executives:
H. Moody McElveen Jr., *vice president & general manager*
Graham Thomas, *program manager*
Charlton W. Bowers, *chief engineer*
Pat Conder, *promotion manager*
Don Robertson, *news editor*

Rates: Class A one hour live $260, film $200. Minute spot live $45, film $40. ID rate $20.

Florence: WBTW

Ch. 8. Owned by Jefferson Standard Broadcasting Company. Address: New Cashua Ferry Rd. Phone: 2-1566. Authorized eff. rad. pow.: visual 316 kw, aural 191 kw. Operating pow.: visual 316 kw, aural 191 kw. Networks: CBS (prim.), ABC, NBC. Began operating October 18, 1954. Interconnected.

Representatives: National CBS Television Spot Sales, Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers A. D. Ring & Assoc.

Stockholders: Jefferson Standard Life Insurance Company (100%); also owns 100% of WBIC Greensboro, N. C. & 16.59% of Greensboro News Co. (WFMY-TV) and 100% of WBT and WBTV Charlotte, N. C.

Executives:
Joseph M. Bryan, *president*
Charles H. Crutchfield, *executive vice president & general manager*
J. William Quinn, *managing director*
George B. Burnette, *program manager*
John H. Brock, *sales manager*
Emil A. Sellars, *engineering manager*
Whitefoord Smith, *promotion manager*
Tom Rogers, *farm director*
Harry Hughes, *film director*

Services: News AP, CBS newsfilm. Live studios, number 2, size of largest 30′ x 45′, number live cameras 2. Remote equipment: upon request.

Film & ID: 2 RCA TP 16D film projectors; 2x2 slide, 3x4 opaque slide projectors; Bell & Howell 90 and Auricon 100 film cameras; rear screen. Film should be sent to Harry B. Hughes, Film Director. Film required 72 hrs. before telecast; slides 48 hrs., artwork 24-72 hrs. Film editing services, processing and Du Pont 930 and 931 reversal.

Rates: Class A one hour live $300,* film $300. Minute spot live $75, film $75, ID rate $37.50.

* Plus costs for live studio facilities and announcers' rates which are given on request.

Greenville: WFBC-TV

Ch. 4. Owned by WMRC, Inc. Address: 505 Rutherford st. Phone: 9-1321. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station WFBC. Began operating December 31, 1953.

Representatives: National Weed Television Corp., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: Greenville News-Piedmont Co.; R. A. Jolley; Alester G. Furman Jr.; over 100 others.

Executives:
R. A. Jolley, *president*
W. C. Wearn, *assistant to the president*
Kenneth Beachboard, *general manager*
R. Q. Glass Jr., *commercial manager*
Norvin C. Duncan Jr., *program director*
W. E. Garrison, *chief engineer*
Monty DuPuy, *news director*
Ben Leonard, *farm director*
Alice Wyman, *women's director*
Verner Tate, *sports director*

Services: News AP, INS. Live studios, number 2, size of largest 40' x 60', number live cameras 2. Remote equipment: remote control bus fully equipped, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 35 mm slide projectors. Film should be sent to C. E. Howard. Film required 36 hrs. before telecast; slides 36 hrs., artwork 36 hrs. Film editing services; Bridgematic negative.

Color Equipment: network.

Rates: Class A one hour live on request, film $450. Minute spot live on request, Class AA film $112.50. ID rate 50% of minute spot.

Spartanburg: WSPA-TV

Ch. 7. Owned by The Spartan Radiocasting Company. Address: 224 East Main st. Phone: 3-3621-6. Authorized eff. rad. pow.: visual 257 kw, aural 144 kw. Networks: CBS (prim.). Am station WSPA. Began operating April 29, 1956. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Dempsey & Koplovitz, consulting engineers A. D. Ring & Assoc.

Stockholders: Walter J. Brown, president, with wife & son (53%); D. S. Burnside, secretary-treasurer (4.3%).

Executives:
Walter J. Brown, *president*
Charles E. Bell, *national sales manager*
Robert H. Walton, *local sales manager*
James B. Hobbs Jr., *program director*
H. Duncan Peckham Jr., *chief engineer*
Charles Newcomb, *news director*
Clifford D. Gray, *farm director*
Jane Dalton, *women's director*
Bill Goodrich, *sports director*
Pete Swanson, *production director*
Bill Adams, *promotion director*

Services: News UP. Live studios, number 2, size of largest 32' x 47', number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 projector chains; 2 2x2 tape or metal mounted slide projectors, tape preferred. Film should be sent to James B. Hobbs Jr. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $450, film $450. Minute spot live $90, film $90. ID rate $45.

SOUTH DAKOTA

Florence: KDLO-TV

Ch. 3. Satellite of KELO-TV Sioux Falls, South Dakota.

Rapid City: KOTA-TV

Ch. 3. Owned by Black Hills Broadcasting Company of Rapid City. Address: 1819 West St. Joe st. Phone: FIllmore 2-2000. Authorized eff. rad. pow.: visual 75 kw, aural 37.5 kw. Operating pow.: visual 75 kw, aural 37.5 kw. Networks: CBS (prim.), NBC, ABC. Am station KOTA. Began operating July 1, 1955. Non-interconnected.

Representatives: National Headley-Reed, Washington attorneys Fisher, Wayland, Duvall & Southmayd.

Stockholders: Mrs. Helen S. Duhamel, president (91 11/29%); Peter A. Duhamel (2 2/29%); John Norman Heffron, vice president (1 9/29%); William F. Turner, treasurer (1 9/29%); Marguerite Duhamel Heffron (2 2/29%); William Francis Duhamel (1 21/29%); Helen Kathleen Duhamel (1 21/29%).

Executives:
Mrs. Helen S. Duhamel, *president & general manager*
William F. Turner, *business & commercial manager*
J. Norman Heffron, *film buyer & production director*
Robert Musfeldt, *chief engineer*
Stewart Steele, *news director*
Gene Taylor, *farm director*
Polly Weedman, *women's director*
Harley Hanson, *sports director*
Abner George, *promotion director*

Services: News UP, AP. Live studios, number 1, size of largest 30' x 40', number live cameras 1.

Film & ID: 2 RCA 16 mm film projectors; 4x5 opaque projector; 2 2x2 slide projectors, critical area: 15/16x1½. Film should be sent to J. Norman Heffron, Production Director & Film Buyer. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs.

Rates: Class A one hour live $180, film $150. Minute spot live $30, film $25. ID rate $12. Talent and production costs extra.

Sioux Falls: KELO-TV

Ch. 11. Owned by Midcontinent Broadcasting Company, Inc. Address: Phillips at 8th. Phone: 4-5841. Authorized eff. rad. pow.: visual 253 kw, aural 253 kw. Operating pow.: visual 253 kw, aural 253 kw. Networks: NBC (prim.), CBS, ABC. Am station KELO. Began operating May 19, 1953. Owns and operates semi-satellite KDLO-TV Florence, S. Dak.

Representatives: National H-R Television, Inc., regional Bulmer & Johnson, Inc. (Minneapolis), Washington attorneys Dow, Lohnes & Albertson, consulting engineers A. D. Ring & Assoc.

Stockholders: Joseph L. Floyd, president (33⅓%); N. L. Bentson, vice president (33⅓%); Edmund R. Ruben, secretary-treasurer (33⅓%). Same interests own KDLO-TV Florence, S. Dak., operated in conjunction with KELO-TV, also own radio WLOL St. Paul.

Executives:
Joe Floyd, *president*
Evans A. Nord, *general manager & commercial manager*
Jack Townsend, *program director*
Les Froke, *chief engineer*
Paul Beckstrand, *news director*
Les Harding, *farm director*
Virginia Harris, *women's director*
Jim Burt, *sports director*

Services: News AP wire, UP Fax, INS film service. Live studios, number 2, number live cameras 3. Remote equipment: available, number remote cameras 1.

Film & ID: 16mm film projector; 2x2 slide projector, all slides to be glass mounted. Film should be sent to Operations Desk. Film required 36 hrs. before telecast; slides 36 hrs., artwork 48 hrs. Film editing services; film processing available, reversible film.

Rates: Class AA one hour live $450, film $450. Minute spot live $100 plus $12.50, film $100. ID rate ½ of minute rate.

TENNESSEE

Chattanooga: WDEF-TV

Ch. 12. Owned by WDEF Broadcasting Company. Address: 4th floor, Volunteer Bldg. Phone: 7-3393. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 105.2 kw, aural 52.6 kw. Networks: CBS (prim.), ABC. Am station WDEF. Began operating April 25, 1954. Interconnected.

Representatives: National The Branham Co., Washington attorneys Pierson, Ball & Dowd, consulting engineer Russell P. May.

Stockholders: Carter M. Parham, president (21.79%); Z. Cartter Patten, vice president (5.68%); Alex Guerry, Jr., treasurer (1.70%); Edward Finlay, Jr., secretary (13.58%); approximately 160 others.

Executives:
Carter M. Parham, *president*
Harold E. Anderson, *station manager*
Otis H. Segler, *sales manager*
Morris Quave, *program director*
B. C. Baker, *chief engineer*
Mort Lloyd, *news director*
Drue Smith, *women's director*
Herschel Nation, *sports director*
David Andrews, *production director*

Services: News CBS Film, UP News Wire. Live studios, number 1. number live cameras 2. Remote equipment: 1 Field switcher, 1 Field Sync Generator, number remote cameras 2 Field.

Film & ID: 2 RCA-TP-16 film projectors; 1 Gray Dualdisc 2x2: TP-3A slide projec-

tors. Film should be sent to Operations Desk. Film required 24 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; Bridgamatic film line 16 mm film processor. Handles 700 feet at a time, positive, negative, color.

Color Equipment: network.

Rates: Class A one hour live $490, film $450. Minute spot live $108, film $100. ID rate $50.

Chattanooga: WRGP-TV

Ch. 3. Owned by Mountain City Television, Inc. Address: 1214 McCallie ave. Phone: 98-1505. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.), ABC. Began operating May 6, 1956. Interconnected.

Representatives: National H-R Television, Inc., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Gauntney & Jones.

Stockholders: Ramon G. Patterson (50%); Will T. Cummings (50%).

Executives:
Ramon G. Patterson, *president*
Harry Stone, *station manager*
George Moore, *commercial manager*
Helen Patterson, *program director*
B. B. Barnes, *chief engineer*
Steve Conrad, *news director*

Services: News UP. Live studios, number 1, size of largest 35′ x 45′, number live cameras 2 RCA, 1 Du Mont.

Film & ID: 2 RCA 16 mm film projectors; 1 Gray 2x2 slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 24 hrs., artwork 72 hrs. Film editing services; composite film processing.

Color Equipment: network.

Rates: Class A one hour live $455, film $400. Minute spot live $91, film $80. ID rate $40.

Jackson: WDXI-TV

Ch. 7. Owned by Dixie Broadcasting Co. Address: Williams bldg. Zone 1. Phone: 7-9611. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.), ABC. Am station WDXI. Began operating March 6, 1955. Interconnected.

Representatives: National Headley-Reed, Washington attorneys Prince, Taylor & Crampton, consulting engineers Kear & Kennedy.

Stockholders: Aaron B. Robinson, president (57.33%); Dr. Frank M. Davis, vice president (6.67%); Harley M. Moses, vice president (6.67%); Dave M. Palmer Jr., vice president (6.67%); Cecil G. Murdock (6.67%); Harold L. Simpson (6.67%); D. F. Prince (6.67%); James W. Hoppers (1.95%); T. J. Williams (.65%).

Executives:
Aaron B. Robinson, *president*
John E. North, *vice president & general manager*
Larry Crenshaw, *commercial manager*
Jim Hoppers, *program director*
James Thomas, *chief engineer*
John Knight, *news director*
Judd Brooks, *farm director*
Marge Borg, *women's director*
Lance Russell, *sports director*

Services: News UP. Live studios, number 2, size of largest 30′ x 100′, number live cameras 4. Remote equipment: available, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 slide projector, 2x2 slides. Film should be sent to Jim Hoppers. Film required 24 hrs. before telecast; slides 12 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $230, film $200. Minute spot live $50, film $40. ID rate $20.

Johnson City: WJHL-TV

Ch. 11. Owned by WJHL, Inc. Address: 145 West Main st. Phone: 2780. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.), ABC. Am station WJHL. Began operating October 26, 1953. Interconnected.

Representatives: National John E. Pearson Television, Inc., Washington attorneys McKenna & Wilkinson.

Stockholders: W. H. Lancaster Sr., chairman (24.4%); W. H. Lancaster Jr., president (34.5%); Evelyn L. Lancaster (24.4%); Edna M. Dooley (16%); T. F. Dooley, secretary-treasurer (.7%).

Executives:
W. Hanes Lancaster Jr., *president & general manager*
Jack Sausman, *program director*
Rowland Medler, *chief engineer*
Ralph Price, *news director*
Bets Harrell, *women's director*
Richard Ellis, *sports director*
W. H. Lancaster Sr., *chairman of board*

Services: News UP Fax & UP. Live studios, number 2, size of largest 40′ x 50′, number live cameras 4. Remote equipment: mobile truck, microwave, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 96 hrs. Complete film editing services; processing of stills only.

Rates: Class A one hour live $360, film $300. Minute spot live $70, film $60. ID rate $30.

Knoxville: WATE-TV

Ch. 6. Owned by Greater East Tennessee TV, Inc. Address: 612 Gay st. S.W. Phone: 2-7111. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station WROL. Began operating October 1, 1953. Interconnected.

Representatives: National Avery-Knodel, Inc., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Commercial Radio Equipment Co.

Stockholders: Paul Mountcastle, president (37.43%); W. H. Linebaugh (5.04%); Cowan Rodgers Jr., executive vice president (4.91%); Frank A. Tucker, treasurer (4.28%); Clarence Beaman Jr. (14.2%).

Executives:
W. H. Linebaugh, *general manager*
J. T. McCloud, *commercial manager*
John H. Reese, *program director*
Carl Huster, *promotion manager*
Fred M. Andrews, *chief engineer*
Mrs. Mary Walker, *women's director*
Art Metzler, *sports director*

Services: News UP Facsimile, Fox Movietone. Live studios, number 2, size of largest 23′ x 55′, number live cameras 4.

Film & ID: 2 16 mm film projectors; 1 35 mm slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $600. Minute spot live $120. ID rate $60.

Knoxville: WBIR-TV

Ch. 10. Owned by Radio Station WBIR, Inc. Address: 618 South Gay st. Zone 2. Phone: 4-3321. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station WBIR. Began operating August 12, 1956.

Representatives: National The Katz Agency, Inc., Washington attorneys Dow, Lohnes & Albertson.

Stockholders: Radio Cincinnati, Inc. (30%); Gilmore Nunn (30%); Martha H. Ashe (23%); Robert L. Ashe (7%); John P. Hart (10%).

Executives:
John P. Hart, *president & general manager*
R. S. Quinn, *local commercial manager*
Neal Branch, *program director*
J. Rex Horton, *director of engineering*
Robert M. Henry, *news director*
Ralph McDade, *farm director*
Ellie Moore, *women's director*

Services: News UP. Live studios, number 2, size of largest 32′ x 50′, number live cameras 2.

Film & ID: 2 RCA TP-6C1 16 mm & 1 RCA TP-3D film projectors; 2x2 slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $600 plus studio charges, film $600. Minute spot live $120 plus live studio, film $120. ID rate $60.

Knoxville: WTVK

Ch. 26. Owned by South Central Broadcasting Corp. Address: Sharp's Ridge—Memorial Park rd., P.O. Box 1388. Phone: office—5-2113; studio & transmitter—5-0381. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: ABC (prim.), CBS. Began operating October 1953. Interconnected.

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ARB June 1956		PULSE August 1956	
TOTAL MEASURED QUARTER HOURS			
WDEF-TV	300	WDEF-TV	319
STATION B	171	STATION B	150
TOP TEN NETWORK SHOWS			
WDEF-TV	8	WDEF-TV	8
STATION B	2	STATION B	2
TOP FIFTEEN SYNDICATED			
WDEF-TV	12	WDEF-TV	11
STATION B	3	STATION B	4

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Full 316,000 Watts

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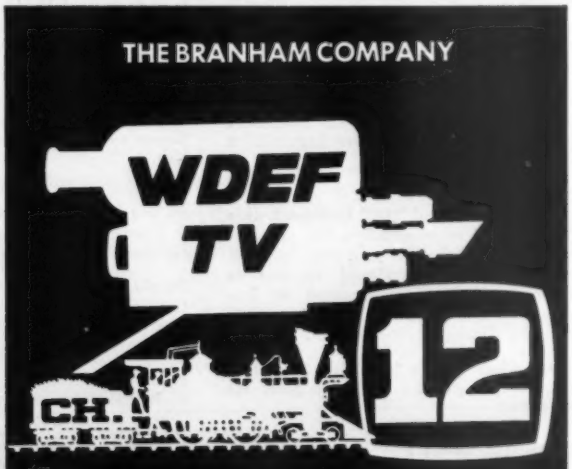

CHATTANOOGA • The 79th Market

STATIONS: TENNESSEE

Representatives: National John E. Pearson TV, Inc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Lohnes & Culver.

Stockholders: John A. Engelbrecht (39.6%); George F. Stoltz (39.6%); Leighman D. Groves (19.8%); Eileen O. Stoltz (.5%); Bettie Engelbrecht (.5%).

Executives:
John A. Engelbrecht, *president, general manager & commercial manager*
Bill Eckstein, *program director*
Joe Broyles, *chief engineer*
Jack Joyner, *news & sports director*
Jeanni Sparks, *women's director*

Services: News AP. Live studios, number 2, size of largest 50′ x 40′ x 20′, number live cameras 2. Remote equipment: available, number remote cameras 2.

Film & ID: 2 16 mm film projectors; vidicon camera; dual selectromatic slide projector; 2x2 slides, tape or metal mounted. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class AA one hour live $360, film $300. Minute spot live $72, film $60. ID rate $30.

Memphis: WHBQ-TV

Ch. 13. Owned by RKO Teleradio Pictures, Inc. Address: 1381 Madison ave. (P.O. Box 176). Zone 1. Phone: BR 2-3441. Authorized eff. rad. pow.: visual 316 kw, aural 160 kw. Operating pow.: visual 316 kw, aural 160 kw. Networks: ABC (prim.). Am station WHBQ. Began operating September 27, 1953. Interconnected.

Representatives: National H-R Television, Inc., Washington attorneys Pierson, Ball & Dowd.

Stockholders: RKO Teleradio Pictures, Inc. (100%).

Executives:
Thomas F. O'Neil, *president*
William H. Grumbles, *general manager*
Boone F. Nevin, *manager sales*
Mark Forrester, *sales service director*
Welton M. Roy, *chief engineer*
Gene Roper, *news director*
Gordon A. Lawhead, *operations manager*

Services: News UP wires, UP Facsimile. Live studios, number 2, size of largest 50′ x 30′, number live cameras 2.

Film & ID: 2 RCA TP-16-E film projectors; Super Projectall "300" (opaques) slide projector, 2x2 transparencies, 3x4 opaques, copy area: 1 15/16x2⅞ centered, scanned area: 2¾x3¾. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, 16 mm.

Rates: Class A one hour live $700, film $700. Minute spot live $140, film $140. ID rate $62.50.

Memphis: WMCT

Ch. 5. Owned by Memphis Publishing Co. Address: 495 Union ave. Zone 3. Phone: JAckson 6-7464. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Operating pow.: visual 100 kw, aural 60.3 kw. Networks: NBC (prim.). Am station WMC. Fm station WMCF. Began operating December 11, 1948.

Representatives: National Blair TV, Washington attorneys Segal, Smith & Hennessey, consulting engineer George C. Davis.

Stockholders: Scripps-Howard.

Executives:
Enoch Brown, *president*
H. W. Slavick, *general manager*
Earl Moreland, *station manager*
Wilson Mount, *program director*
E. C. Frase Jr., *chief engineer*
Edward Greaney, *production manager*
Derek Rooke, *farm director*
Ed White, *news editor*

Color Equipment: network.

Rates: Class A one hour live $860, film $800. Minute spot live $175, film $160. ID rate $72.50.

Memphis: WREC-TV

Ch. 3. Owned by WREC Broadcasting Service. Address: Hotel Peabody bldg. Zone 3. Phone: JAckson 5-1313. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Operating pow.: visual 100 kw, aural 60.3 kw. Networks: CBS (prim.). Am station WREC. Began operating January 1, 1956.

Representatives: National The Katz Agency, Inc., Washington attorneys Spearman & Roberson, consulting engineers A. D. Ring & Assoc.

Stockholders: Hoyt B. Wooten (100%).

Executives:
Hoyt B. Wooten, *president & general manager*
Charles Brakefield, *sales manager*
Jack Michael, *program director*
Russ Hodge, *news director*
Wilson Raney, *chief engineer*
Fred Munson, *promotion manager*

Color Equipment: network.

Rates: Class A one hour live $900, film $900. Minute spot live $175, film $175. ID rate $88.

Nashville: WLAC-TV

Ch. 5. Owned by WLAC-TV, Inc. Address: 159 Fourth ave., North. Zone 3. Phone: CH 2-4331. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Began operating August 6, 1954. Interconnected.

Representatives: National The Katz Agency, Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineer A. Earl Cullum Jr.

St ckholders: Life and Casualty Insurance Company (50%); T. B. Baker Jr., executive vice president (25%); A. G. Beaman, secretary-treasurer (25%).

Executives:
T. B. Baker Jr., *executive vice president & general manager*
Ruth C. Holly, *assistant to manager*
Robert M. Reuschle, *general sales manager*
Roy A. Smith, *operations manager*
Ralph L. Hucaby, *chief engineer*
Jack Drake, *news director*
James G. Wharton, *promotion manager*

Services: News UP, CBS Newsfilm. Live studios, number 1, size of largest 30′ x 50′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 4x5 telop opaque projector, important area: 2½ x 3½; 1 35 mm slide projector. Film should be sent to Roy A. Smith, Operations Manager. Film required 72 hrs. before telecast; slides 24 hrs., artwork 72 hrs. Film editing services, negative and positive; Houston Fearless Labmaster, direct positive film handled.

Color Equipment: network.

Rates: Class AA one hour live on request, film $750. Minute spot live on request, film $150. ID rate $71.

Nashville: WSIX-TV

Ch. 8. Owned by WSIX, Inc. Address: Nashville Trust bldg. Zone 3. Phone: ALpine 5-5431. Authorized eff. rad. pow.: visual 178 kw, aural 89 kw. Operating pow.: visual 177 kw, aural 89 kw. Networks: ABC (prim.). Am station WSIX. Began operating November 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorney Stephen Tuhy Jr., Nashville attorney Louis H. Hibbetts, consulting engineers A. D. Ring & Assoc.

Stockholders: Louis R. Draughon (33⅓%); W. H. Criswell (33⅓%); R. D. Stanford Jr. (33⅓%).

Executives:
R. D. Stanford Jr., *president & general manager*
E. S. Tanner, *vice president & tv commercial manager*
James L. Harper, *director of operations*
Charles R. Duke, *chief engineer*
Hugh Cherry, *news director*
Hudley Crockett, *sports director*

Services: News AP. Live studios, number 2, size of largest 36′ x 36′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to James L. Harper. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services: 16 mm b&w film handled.

Rates: Class A one hour live $480, film $425. Minute spot live $96, film $80. No live ID.

Nashville: WSM-TV

Ch. 4. Owned by WSM, Inc. Address: National bldg. Phone: ALpine 4-5656. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station WSM. Began operating September 30, 1950.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis.

Stockholders: 100% subsidiary of National Life & Accident Insurance Company.

Executives:
E. W. Craig, *chairman*
J. H. DeWitt Jr., *president*
George Reynolds, *vice president & technical director*

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- Aid in music clearance
- Help in protecting music ownership rights
- Answers to questions concerning copyrights, music right for future residual usage and help in solving all other problems concerning the use of music in TV

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Irving Waugh, *commercial manager*
William R. McDaniel, *director of public relations*
Harold Baker, *news director*
Dick Shively, *director of sports*
Brad Crandall, *operations manager*
Aaron Shelton, *chief engineer*

Color Equipment: network, film, slides.

Rates: Class AA one hour live $875, film $825. Minute spot live $175, film $165. ID rate $75.

TEXAS

Abilene: KPAR-TV (See Sweetwater)

Abilene: KRBC-TV

Ch. 9. Owned by Abilene Radio & Television Co., Inc. Address: 4510 So. 14th st. Phone: ORchard 2-8491. Authorized eff. rad. pow.: visual 29.5 kw, aural 14.7 kw. Operating pow.: visual 29.5 kw, aural 14.7 kw. Networks: NBC (prim.), ABC. Am station KRBC. Began operating August 30, 1953. Interconnected.

Representatives: National John E. Pearson Television, Inc., Washington attorney Eugene Burke, consulting engineers Commercial Radio Equipment Co.

Stockholders: Dale Ackers, president (25%); Lewis J. Ackers, vice president (25%); Jack Andrews, secretary-treasurer (25%); Mrs. Christine Ackers Cagle (25%).

Executives:
Dale Ackers, *president & general manager*
John Higgins, *commercial manager*
George Breeding, *program director*
Wm. Kellel, *chief engineer*
Don Wilson, *news director*
Harry Holt, *farm director*
Cleo Todd, *women's director*
George Gray, *sports director*
Forest Lane, *national sales manager*

Services: News AP, local. Live studios, number 1, size of largest 60′ x 60′, number live cameras 2. Remote equipment: available, remote cameras available.

Film & ID: 2 16 mm film projectors; 2x2 transparent slide projector, tape or metal bound. Film should be sent to Film Librarian. Film required 72 hrs. before telecast; slides 48 hrs., artwork 1 week. Film editing services.

Rates: Class A one hour live $265, film $225. Minute spot live $46.50, film $40. ID rate ½ the 1-minute rate.

Amarillo: KFDA-TV

Ch. 10. Owned by Texas State Network, Inc. Address: P.O. Box 1400. Phone: DRake 4-5343. Authorized eff. rad. pow.: visual 250 kw, aural 125 kw. Operating pow.: visual 250 kw, aural 125 kw. Networks: CBS (prim.), ABC. Am station KFDA. Began operating April 4, 1953. Interconnected.

Representatives: National H-R Representatives, Inc., regional Clarke Brown Co. (south), Washington attorney Eugene L. Burke, consulting engineers Commercial Radio Equipment Co.

Stockholders: Gene L. Cagle, president (34.5%); Sid Richardson (62%).

Executives:
Gene L. Cagle, *president*
Ed Moore, *general manager*
Dan Hayslett, *operations manager & national sales manager*
Dick Bay, *program director*
Bill Spiller, *chief engineer*
Bill Johns, *news director*
Warren Anderson, *farm director*
Liz Merchant, *women's director*
Doug Rains, *sports director*

Services: News AP. Live studios, number 2, size of largest 40′ x 50′, number live cameras 3. Remote equipment: fully equipped mobile unit, number remote cameras 2.

Film & ID: 1 vidicon film chain; 2 16 mm film projectors; 1 Gray telop projector for 4x5 telops, message area: 2¼x3¼. Film should be sent to Dan Hayslett. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Complete film editing services.

Rates: Class A one hour live $300, film $300. Minute spot live $70, film $70. ID rate $35.

Amarillo: KGNC-TV

Ch. 4. Owned by Globe-News Publishing Co. Address: 2000 North Polk, P.O. Box 751. Phone: DRake 4-4601. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.), ABC. Am station KGNC. Began operating March 18, 1953. Interconnected.

Representatives: National The Katz Agency, Washington attorneys Dow, Lohnes & Albertson, consulting engineer A. Earl Cullum Jr.

Stockholders: Panhandle Publishing Company (100%). Ray A. Sneed Jr., J. F. Thurman and Virginia Ratliff Early, voting trustees of Ed Fagg Trust.

Executives:
Parker F. Prouty, *president*
Wesley R. Izzard, *general manager*
Aubrey Jackson, *assistant general manager & commercial manager*
Bob Watson, *station manager & program director*
W. H. Torrey, *chief engineer*
Bob Izzard, *news director*
J. Garland (Cotton John) Smith, *farm director*
Ruth Brent, *women's director*
Ray McNalley, *sports director*

Services: News AP, UP, local and regional facilities of Globe-News. Live studios, number 2, size of largest 35′ x 55′, number live cameras 3. Remote equipment: complete, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 slide projectors, 2x2 tape or metal mounted (prefer tape), safe viewing area: 13/16x11/16. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $340 plus program costs, film $340. Minute spot live $85 plus live cost, film $85. ID rate $42.50.

Austin: KTBC-TV

Ch. 7. Owned by The LBJ Co. Address: 6th & Brazos. Zone 64. Phone: GR 2-2424. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.), NBC, ABC. Am station KTBC. Began operating November 27, 1952. Interconnected.

Representatives: National Paul H. Raymer Co., Inc., Washington attorneys Cohn & Marks, consulting engineer A. Earl Cullum Jr.

Stockholders: Mrs. Claudia T. Johnson, chairman of the board (94.4%).

Executives:
Mrs. Claudia T. Johnson, *chairman of the board*
J. C. Kellam, *president & general manager*
O. P. (Bob) Bobbitt, *general sales manager*
Richard (Cactus) Pryor, *program director*
Ben Hearn, *chief engineer*
Paul Bolton, *news director*
Dave Shanks, *farm director*
Linda Lee, *women's director*
Dan Love, *sports director*
Elmo Brown, *film director*
Charles Brooks, *director of sales promotion*

Services: News UP. Live studios, number 2, size of largest 27′ x 35′, number live cameras 2. Remote equipment: number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 Selectoslide glass transparency slide projectors, critical area: ⅞ circle. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $465, film $400. Minute spot live $100, 1 camera: $92.50; 2 cameras: $100, film $80. ID rate $40.

Beaumont: KFDM-TV

Ch. 6. Owned by Beaumont Broadcasting Corp. Address: 1425 Calder. Phone: TErminal 8-4731. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.), ABC. Am station KFDM. Began operating April 24, 1955. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineer A. Earl Cullum Jr.

Stockholders: D. A. Cannan, president (20.88%); C. B. Locke, executive vice president (23.88%); Howard H. Fry, secretary-treasurer (1.76%); L. H. Cullum (8.23%); over 20 others, each owning less than 4%.

Executives:
D. A. Cannan, *president*
C. B. Locke, *general manager*
Mott M. Johnson, *operations & sales manager & film buyer*
Bill Beathard, *production manager*
Harold Bartlett, *chief engineer*
Dave Russell, *news director*
Gloria DeVore, *women's director*
Wes Wise, *sports director*

Services: News UP. Live studios, number

1, size of largest 36′ x 36′, number live cameras 2.

Film & ID: 2 16 mm film projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class AA one hour live $420, film $350. Minute spot live $72, film $60. ID rate $36 (film).

Big Spring: KBST-TV

Ch. 4. Owned by Big Spring Television, Inc. Address: 2500 Kentucky way. Phone: AMherst 4-6325. Authorized eff. rad. pow.: visual 12.9 kw, aural 6.92 kw. Operating pow.: visual 12.9 kw, aural 6.92 kw. Networks: CBS (prim.), ABC. Began operating January 15, 1956. Interconnected.

Representatives: National John E. Pearson Television, Inc., Washington attorney Eugene L. Burke, consulting engineers Commercial Radio Equipment Co.

Stockholders: William J. Wallace, president & general manager (25%); Lewis O. Seibert (12%); Howard Barrett (12%); Robert W. Whipkey (12%); Raymond L. Tollett (20%).

Executives:
William J. Wallace, *president & general manager*
John L. McMinn, *commercial manager*
Robert M. Lindley, *program director*
Troy Mallon, *chief engineer*
J. N. Young Jr., *news director*
Bruce Frazier, *farm director*
Joan Forrest, *women's director*
Joe Reynolds, *sports director*

Services: News AP. Live studios, number 1, size of largest 30′ x 45′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Jack Wallace. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $175, film $150. Minute spot live $37.50, film $30. ID rate $15.

Corpus Christi: KRIS-TV

Ch. 6. Owned by Gulf Coast Broadcasting Co. Address: P.O. Box 840. Phone: TUlip 4-6354. Authorized eff. rad. pow.: visual 53.7 kw, aural 32.4 kw. Operating pow.: visual 53.7 kw, aural 32.4 kw. Networks: NBC (prim.). Am station KRIS. Began operating May 25, 1956.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineer George C. Davis.

Stockholders: T. Frank Smith (100%).

Executives:
T. Frank Smith, *president & general manager*
W. M. (Ike) Eikner, *sales vice president*
Charles Nethery, *programming vice president*
Harry Abbott, *production manager*
Joe W. Collier, *chief engineer*
Hugh Gray, *promotion manager*
Paul Young, *news editor*

Color Equipment: network, live, film, slides.

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STATIONS: TEXAS

Rates: Class A one hour live $250, film $250. Minute or 20 sec. spot live $60, film $60. ID rate $30.

Corpus Christi: KSIX-TV

Ch. 10. Owned by K-SIX Television, Inc. Address: Show Room Bldg. Phone: TUlip 2-9242. Authorized eff. rad. pow.: visual 214 kw, aural 107 kw. Operating pow: visual 214 kw, aural 107 kw. Network: CBS. Began operating September 1956.

Representatives: National H-R Television, Inc., Washington attornies McKenna & Wilkinson, consulting engineers Frank H. McIntosh & Assoc.

Stockholders: Corpus Christi Bcstg. Co. (KSIX) (51.133%); Vann M. Kennedy, president (1.33%); Guy I. Warren, vice president (13.33%); Charles R. Manning, vice president (.66%); Cecil E. Burney, secretary (1.33%); James H. Burney, treasurer (.666%); remainder owned by 58 others, each not more than 3%.

Executives:
Vann M. Kennedy, *president & general manager*
Bill Patton, *commercial manager*

Rates: Class A one hour $250. Minute spot $50. ID rate $25.

Corpus Christi: KVDO-TV

Ch. 22. Owned by Coastal Bend Television Co. Address: 409 South Staples. Phone: TUlip 2-7468. Authorized eff. rad. pow.: visual 18.8 kw, aural 12.2 kw. Operating pow.: visual 18.8 kw, aural 12.2 kw. Networks: CBS, ABC. Began operating June 9, 1954. Interconnected.

Representatives: National Adam Young Television Corp., regional Clarke Brown Co. (South), Washington attorneys Cohn & Marks, consulting engineers Commercial Radio Equipment Co.

Stockholders: Gabriel Lozano, president (11.11%); Aroldo O. Lerma, vice president (11.11%); E. E. Mireles, secretary (11.11%); M. L. Ramirez (11.11%); Alonzo M. Gonzales (11.11%); C. V. Guzman (11.11%); Joe Garza (11.11%); E. G. Estrada (11.11%); Victor Moreno (11.11%).

Executives:
Gabriel Lozano, *president*
L. W. "Bud" Smith, *general manager*
Bert Metcalf, *director of operations*
Nestor Cuesta Jr., *chief engineer*
Ken Cessna, *news director*
Bart Boyd, *farm director*
Cliff Hemphill, *sports director*
A. O. Lerma, *assistant manager*

Services: News AP, Complete local coverage with pictures. Live studios, number 3, size of largest 18' x 28', number live cameras 2. Remote equipment: microwave relay unit on order, number remote cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 Telojector slide projector; 2x2 glass slides only, prefer tape mounted. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services, complete photo lab for slides and pictures. (Movie film handled by commercial studio.)

Rates: Class A one hour live $200,* film $200. Minute spot live $40,* film $40. ID rate $20. *Plus camera charges.

Dallas: KRLD-TV

Ch. 4. Owned by Dallas Times-Herald. Address: Herald Square. Phone: RI 2-6811. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Am & fm stations KRLD. Began operating December 1949. Interconnected.

Representatives: National The Branham Co., Washington attorney Eliot Lovett, consulting engineers Lohnes & Culver.

Stockholders: Owned by Dallas Times-Herald (100%); John W. Runyon, chairman; Clyde W. Rembert, president; D. A. Greenwell, vice president.

Executives:
Clyde W. Rembert, *president*
Roy M. Flynn, *general manager*
Gene Cuny, *commercial manager*
Ves Box, *program director*
Bill Honeycutt, *chief engineer*
Larry Rasco, *news director*
A. B. Jolley, *farm director*
Bill Mercer, *sports director*

Services: News UP. Live studios, number 2, size of largest 22' x 44', number live cameras 2. Remote equipment: mobile unit, number remote cameras 3 (max.).

Film & ID: 2 16 mm film projectors; 1 Gray Telop 4x5 (2¼x3¼ message area. Telop thickness, double weight photographic paper), 1 2x2 Gray Telejector slide projector (27/32x1⅛ transmitted area), 1 rear screen 4x5 glass slide projector in Studio "A." Film should be sent to Nick Mueller, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, Houston 16 mm developer single system SOF.

Color Equipment: network.

Rates: Class AA one hour live $1,100, film $1,100. Minute spot live $225, film $225. ID rate $125.

Dallas: WFAA-TV

Ch. 8. Owned by A. H. Belo Corp. Address: 3000 Harry Hines blvd. Zone 4. Phone: RIverside 1-3316. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC, ABC. Am & fm stations WFAA. Began operating September 17, 1949. Interconnected.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineer A. Earl Cullum Jr.

Stockholders: Ownership same as Dallas Morning News; Mrs. G. B. Dealey, chairman of the board; E. M. Dealey, president; James M. Moroney Sr., vice president.

Executives:
E. M. (Ted) Dealey, *president*
Alex Keese, *director of radio & television*
Ralph W. Nimmons, *station manager*
Richard Drummy, *commercial manager*
Bob King, *program director*
Jim W. Cooper, *chief engineer*
Bob Tripp, *news director*
Julie Benell, *women's director*
Jerry Haynes, *sports director*
Charles Larkins, *sales promotion manager*
George Krutilek, *technical supervisor*
Dunlap Clark, *film director*

Services: News AP, UP. Live studios, number 2, size of each 25' x 35', number live cameras 3. Remote equipment: fully equipped Du Mont Telecruiser, number remote cameras 4.

Film & ID: 2 16 mm color cinecons film projectors; 2 Du Mont 2x2 color slide projectors, message area: ¾x1; 2 Du Mont 4x5 b&w opaque projectors, message area: 2¼x3¼. Film should be sent to Dunlap Clark, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Hills Supermatic Reversal Developer, b&w only.

Color Equipment: network, film, slides.

Rates: Class A one hour live $1,000 plus 20%, film $1,000. Minute spot live $245, film $225. ID rate $125.

El Paso: KILT

Ch. 13. Owned by McLendon Investment Corp. Address: 2104 Jackson st., Dallas. Phone: 3-3658. Authorized eff. rad. pow.: visual 28.2 kw, aural 17 kw. Operating pow.: visual 28.2 kw, aural 17 kw. Am station KELP. Began operating August 1956.

Representatives: National H-R Television, Inc., Washington attorneys Cohn & Marks, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: Barton R. McLendon, president (50%); Gordon B. McLendon, vice president (49%); Bill Weaver, secretary-treasurer (1%).

Executives:
Gordon B. McLendon, *president*
Joe Roddy Jr., *vice president*
Edward Winton, *general manager*
Walter DePuy, *commercial manager*
Dave Mott, *chief engineer*

Color Equipment: network, film, slides.

Rates: Class A one hour live $300, film $285. Minute spot live $40, film $33.

El Paso: KROD-TV

Ch. 4. Owned by Roderick Broadcasting Co. Address: 2201 Wyoming st. Phone: 2-6551. Authorized eff. rad. pow.: visual 62.2 kw, aural 31.1 kw. Operating pow.: visual 62.2 kw, aural 31.1 kw. Networks: CBS, ABC. Am station KROD. Began operating December 13, 1952.

Representatives: National The Branham

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Co., Washington attorneys Segal, Smith & Hennessey.

Stockholders: Same as El Paso Times. Dorrance Roderick, president (75%) with members of Roderick family. Val Lawrence, vice president is 5.5% owner of El Paso Times.

Executives:
Dorrance D. Roderick, *president*
Val Lawrence, *vice president & general manager*
Dick Watts, *general sales manager*
Gordon Phillips, *promotion manager*
Edward P. Talbott, *chief engineer*
Bernie Bracher, *program director*
Louis Hendricks, *news director*
Paul Stevenson, *farm director*

Color Equipment: network.

Rates: Class A one hour live $450, film $450. Minute spot live $90, film $90. ID rate $45.

El Paso: KTSM-TV

Ch. 9. Owned by Tri-State Broadcasting Co., Inc. Address: 801 N. Oregon st. Phone: 2-5423. Authorized eff. rad. pow.: visual 58 kw, aural 27 kw. Operating pow.: visual 58 kw, aural 27 kw. Networks: NBC (prim.). Am station KTSM. Began operating January 3, 1953. Interconnected.

Representatives: National George P. Hollingbery Co, regional Airwaves, Inc. (Dallas), Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers George P. Adair Engineering Co.

Stockholders: Karl O. Wyler, president (75%); Roy T. Chapman, vice president; Karl O. Wyler Jr., secretary-treasurer (10%); F. L. Koons (10%); W. C. Bailey (5%).

Executives:
Karl O. Wyler, *president*
Karl O. Wyler Jr., *administrative assistant & secretary-treasurer*
Roy T. Chapman, *vice president & commercial manager*
Jack Rye, *director production & programs*
Ken Walton, *chief engineer*
Conrey Bryson, *news director*
John Phelan, *sports director*

Services: News UP. Live studios, number 2, size of largest 25′ x 40′, number live cameras 2.

Film & ID: 2 RCA film projectors: 2x2 slides, 4x5 opaque slide projectors. Film should be sent to Film Department. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $406.50, film $325. Minute spot live $81.25, film $65.

Fort Worth: KFJZ-TV

Ch. 11. Owned by Texas State Network, Inc. Address: 4801 W. Freeway. Zone 7. Phone: PErshing 7-6631. Authorized eff. rad. pow.: visual 210 kw, aural 107 kw. Operating pow.: visual 210 kw, aural 107 kw. Am station KFJZ. Began operating September 11, 1955.

Representatives: National H-R Representatives, Inc., Washington atttorneys Miller & Schroeder, consulting engineers Commercial Radio Equipment Co.

Stockholders: Gene L. Cagle, president (19.59%); Sid W. Richardson (62.07%); Perry Bass (15.76%).

Executives:
Gene L. Cagle, *president*
Charles B. Jordan, *vice president*
John Hopkins, *assistant manager*
Dale Drake, *national sales manager*
Hank Davis, *program director*
Joseph B. Haigh, *chief engineer*
Porter Randall, *news director*
Dave Naugle, *sports director*
Arno W. Mueller Jr., *film buyer*

Services: News AP. Live studios, number 1, size of largest 40′ x 60′, number live cameras 5 GE camera chains. Zoomar lens Remote equipment: available, number remote cameras 3 GE cameras, Zoomar lens.

Film & ID: 3 GE 16 mm film projectors; 1 Gray telop 4x5 opaque projector, critical viewing area: 2¼x3¼; 2 Gray 2x2 slide projectors, critical viewing area: ⅝x13/16. Film should be sent to Forrest W. Clough. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston Fearless Lab-Master, any blue base rapid reversal film.

Rates: Class A one hour live $600, film $600. Minute spot live $150, film $150. ID rate $60.

Fort Worth: WBAP-TV

Ch. 5. Owned by Carter Publications, Inc. Address: 3900 Barnett. Zone 3. Phone: JEfferson 6-1981. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Operating pow.: visual 100 kw, aural 60.3 kw. Networks: NBC & ABC (prim.). Am station WBAP. Began operating September 29, 1948. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers A. D. Ring & Assoc.

248,371

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Television Age

444 Madison Avenue, New York 22, N. Y.

Stockholders: Same as Fort Worth Star-Telegram; Amon G. Carter Jr., president & treasurer; B. N. Honea, vice president.

Executives:
Harold Hough, *director*
George Cranston, *general manager*
Roy Bacus, *commercial manager*
Robert Gould, *program director*
R. C. Stinson, *chief engineer*
James A. Byron, *news director*
W. A. Ruhmann, *farm director*
Margret McDonald, *publicity and women's director*
Bud Sherman, *sports director*

Services: News AP. Live studios, number 2, size of largest 45′ x 82′ x 28′, number live cameras 6 Monochrome (including remote), 2 RCA Color (studio). Remote equipment: RCA Remote truck & equipment, RCA microwave links. Instantaneous switch from remote to studio, number remote cameras 3 RCA TK30.

Film & ID: 2 RCA 16 mm b&w, 2 RCA 16 mm color film projectors; 1 16 mm film strip; 1 2x2 Selectroslide, 1 4x5 opaque projector; 1 2x2 RCA color slide scanner; 1 2x2 Gray color slide projector; 1 4x5 opaque telop projector, scanned area: 3x4, copy area: 3¼x2½; 2x2 slide copy area 1x¾. Film should be sent to Lynn Trammell. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, 2 Bell & Howell Model J 16 mm contact printers, 2 Houston processors, 1 Model 11-B, 1 Model 22, DuPont reversal 930 & 931, negative, positive and sound processing.

Color Equipment: network, live, film, slides.

Rates: Class AA one hour $1,000. Minute spot $225, live on request. ID rate $100.

Galveston: KGUL-TV

Ch. 11. Owned by Gulf Television Co. Address: 11 Video lane; Houston studio 1900 Prudential bldg. Phone: GAlveston 3-1607; Houston JA 9-4811. Authorized eff. rad. pow.: visual 263 kw, aural 132 kw. Operating pow.: visual 263 kw, aural 132 kw. Networks: CBS (prim.). Began operating March 22, 1953. Interconnected.

Representatives: National CBS Television Spot Sales, Washington attorneys Scharfeld & Baron, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: Paul E. Taft, president & general manager (40.5%); Ballinger Mills, vice president (1.66%); V. W. McLeod, secretary-treasurer (1.66%); R. Lee Kempner (10%); Wesley West (10%); F. Kirk Johnson (9.16%); James M. Stewart (9.16%); Wigley, McLeod, Mills & Shirley (law partnership) (4.17%); 8 others none owning as much as 2.5%.

Executives:
Paul E. Taft, *president & general manager*
Robert S. Wilson, *commercial manager*
Thomas L. Thompson, *program director*
William R. Sloat, *chief engineer*
Frank Holloway, *news director*
Burt Johnson, *farm director*
Marge Crumbaker, *women's director*
M. B. Johnson, *film director*
John L. Eisele, *promotion director*
Leslie T. Hunt, *Texas sales manager*

Services: News AP. Live studios, number 2, size of largest 30′ x 32′, number live cameras 6. Remote equipment: complete semi-trailer van, 2 camera chains, microwave relay transmitters.

Film & ID: 2 16 mm film projectors; 4 2x2 slide projectors, size of art work sheet: 11x14, size of area: 7x8. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 1 week. Film editing services; processing unit handles 16 mm.

Rates: Class AA one hour live $1,000 plus production, film $1,000. Minute spot live $200 plus production, film $200. ID rate $100.

Harlingen: KGBT-TV

Ch. 4. Owned by Harbenito Broadcasting Co. Address: P.O. Box 711. Phone: GA 3-4880. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.), ABC. Am station KGBT. Began operating October 4, 1953. Interconnected.

Representatives: National H-R Representatives, regional Clarke Brown, Washington attorneys Cohn & Marks, consulting engineers A. D. Ring & Assoc.

Stockholders: McHenry Tichenor; McHenry Taylor Tichenor; Margaret Looney;

Here's the Branham man . . . ready and anxious to tell you all about

KROD-TV the NUMBER ONE station in EL PASO . . . America's 77th Metropolitan Area

Yes, he's just as pleased as we are about El Paso's jump from 88th to 77th in the metropolitan area ratings. And he can tell you all about KROD-TV's coverage, ratings and programming. Unexcelled coverage that gives you a bonus of 5 Southern New Mexico and 2 West Texas counties in addition to all of El Paso county and Juarez, Mexico . . . Complete domination of ratings . . . and aggressive programming built around America's number one network, CBS-TV.

For BIG results in a BIG market . . . call the Branham man and get the full details on KROD-TV's El Paso Southwest Market.

KROD-TV CBS Television Networks

Owned and operated by the El Paso Times, Inc. Channel 4 EL PASO, TEXAS

Dorrance D. Roderick, Pres.; Val Lawrence, V.-Pres. and Gen. Mgr.; Dick Watts, Gen. Sales Mgr.

KROD-TV

J. C. Looney; Troy McDaniel.

Executives:
McHenry Tichenor, *president*
Troy McDaniel, *general manager & program director*
Sterling Zimmerman, *commercial manager*
Al Beck, *chief engineer*
Jerry Fisher, *news director*
Bob McDonald, *farm director*
Sy Schnider, *women's director*
Bob Brodrich, *sports director*
Mal Kassenoff, *promotion manager*

Services: News AP, UP. Live studios, number 2, size of largest 40′ x 45′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 opaque projector, 4x5; 1 2x2 slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 24 hrs., artwork 48 hrs. Film editing services.

Rates: Class AA one hour live $300, film $300. Minute spot live $60, film $60. ID rate $35.

Houston: KGUL-TV (See Galveston)

Houston: KPRC-TV

Ch. 2. Owned by Houston Post Co. Address: 2318 Polk ave. Phone: MAdison 3-9271. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Networks: NBC (prim.). Am & fm stations KPRC. Began operating January 1, 1949 (as KLEE-TV).

Representatives: National Edward Petry & Co., Inc., Washington attorneys Miller & Schroeder, consulting engineers Frank H. McIntosh & Assoc.

Stockholders: Houston Post Company (100%). William P. Hobby, president.

Executives:
William P. Hobby, *president*
Jack Harris, *vice president & general manager*
Jack McGrew, *commercial manager*
Jack Healy, *local sales manager*
Bert Mitchell, *program director*
Kirt Harriss, *promotion & merchandising director*
Earl Corridon, *film operation manager*
Edna Forester, *publicity director*
George Roesner, *farm director*
Kathryn Estes, *traffic*

Color Equipment: network, film, slides.

Rates: Class A one hour live $900, film $850. Minute spot live $195, film $170. ID rate $85.

Houston: KTRK-TV

Ch. 13. Owned by Houston Consolidated Television Company. Address: 4513 Cullen blvd. (P.O. Box 12). Zone 4. Phone: Jackson 6-1313. Authorized eff. rad. pow.: visual 316 kw, aural 170 kw. Operating pow.: visual 316 kw, aural 170 kw. Networks: ABC (prim.). Began operating November 20, 1954. Interconnected.

Representatives: National George P. Hollingbery Co.

Stockholders: KTRH (32%); Roy Hofheinz (16%); John Paul Goodwin (2.8%); George S. Bruce Jr. (2%); remaining 39.63% is held by 26 others (each owning less than 3%) who held stock in other two applicants for channel.

Executives:
John T. Jones Jr., *president*
Willard E. Walbridge, *executive vice president & general manager*
William F. Bennett, *commercial manager*
John E. Hill, *program director*
Tom L. Hiner, *chief engineer*
Ray Conaway, *news director*

Services: News AP. Live studios, number 2, size of largest 40′ x 48′6″, number live cameras 4. Remote equipment: complete, number remote cameras 2.

Film & ID: 2 16 mm DuMont Color Multiscanner film projectors; 2 2x2 slide projectors, accepts SRA Standard; 4x5 opaque scanner. Film should be sent to Hugh Pickett. Film required 72 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, film, slides.

Rates: Class A one hour live $850 plus camera & talent, film $100. Minute spot live $170 plus production, film $140. ID rate $85.

Laredo: KHAD-TV

Ch. 8. Owned by Vidicon Industries of America. Address: 820 Convent ave. Phone: 3-3674. Authorized eff. rad. pow.: visual 2.14 kw, aural 1.07 kw. Networks: CBS (prim.), NBC, ABC. Began operating January 5, 1956. Non-interconnected.

Representatives: National John E. Pearson Co., Washington attorney Ross K. Prescott, consulting engineer Guy C. Hutcheson.

Stockholders: H. C. Avery Jr. (50%); David H. Cole (50%).

Executives:
Cleo E. Long, *station manager*
John A. Snyder, *sales manager*
Jim Shelton, *program & sports director*
W. Irven Simpson, *chief engineer*
Mrs. Marge Weatherford, *women's director*

Services: News AP. Live studios, number 1, size of largest 26′ x 50′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Jim Shelton. Film required 72 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services.

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $30. 8 sec. ID rate $15.

Laredo: KLTV (See Tyler)

Lubbock: KCBD-TV

Ch. 11. Owned by Bryant Radio & Television Company, Inc. Address: 5600 Avenue A. Phone: SHerwood 4-1414. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.), ABC. Am station KCBD. Began operating May 10, 1953. Interconnected.

Representatives: National Paul H. Raymer Co., Inc., Washington attorneys Welch, Mott & Morgan, consulting engineers Weldon & Carr.

Stockholders: Caprock Broadcasting Co. (65%); J. D. Lefwitch (20%); Maple Wilson (5%); C. E. Davis estate (5%); Hub K. Jones (2.5%); Marvin Jones (2.5%); Joe H. Bryant, president.

Executives:
Joe H. Bryant, *president & general manager*
George L. Tarter, *vice president & commercial manager*
Bill Taylor, *program director*
Frank Lee, *chief engineer*
Joe Gilbert, *news director*
Jennie V. Wynne, *women's director*
Robert L. Snyder, *secretary-treasurer & assistant general manager*
Ray Poindexter, *national sales manager*

Services: News UP, AP. Live studios, number 2, size of largest 35′ x 60′, number live cameras 2.

Film & ID: 2 RCA-TP16D film projectors; 1 RCA Selectroslide slide projector; Gray Telop II—4x5 opaque. Film should be sent to George L. Tarter. Film required 48 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services, 16 mm film, Portable Micro-cordo.

Color Equipment: network.

Rates: Class AA one hour live $420, film $350. Minute spot live $80, film $70. ID rate $35.

Lubbock: KDUB-TV

Ch. 13. Owned by Texas Telecasting, Inc. Address: 7400 College ave. Phone: SHerwood 4-2345. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station KDUB. Began operating November 13, 1952. Interconnected.

Representatives: National The Branham Co., Washington attorney Elliott Lovett, consulting engineers Frank H. McIntosh & Assoc.

Stockholders: W. D. "Dub" Rogers, president (24.88%); Vernice Ford, vice president (14.93%); W. W. Conley, secretary-treasurer (5.64%); R. L. Kuykendall (13.74%); Flora C. Kampmann (9.99%); Charles Balthrope (3.78); A. L. Lott Sr. (3.87%); 16 others, none owning over 2.1%.

Executives:
W. D. "Dub" Rogers, *president*
W. H. Shipley, *vice president*
Jimmie Isaacs, *vice president & general sales manager*
E. A. "Buzz" Hassett, *national sales manager*
Ray Trent, *program director*
Rudy Starnes, *chief engineer*
Duncan Ellison, *news director*
Vernon Poerner, *production manager*
Polly Hargrove, *women's director*
John Wm. O'Brien, *sports director*
James Phillips, *controller*

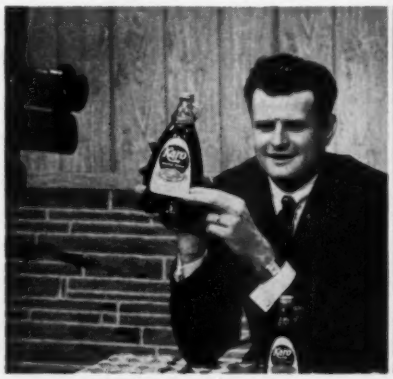
Services: News AP, INS. Live studios, number 2, size of largest 40′ x 60′, number live cameras 3. Remote equipment: bus, Raytheon microlink KPR 100, number remote cameras 2.

THE TIMEBUYER ASKS . . .

"Can KTRK-TV handle live production?"

A GOOD QUESTION that every smart timebuyer must cover on every station he buys. He knows that an accurate measure of a station's general effectiveness lies in its "production reliability."

Benton & Bowles timebuyer Michael Donovan, right, gets the KTRK-TV story from Jack Peterson of the George P. Hollingbery Company.



The big studios with "flying sets" spaced progressively in the production time schedule are a model of smooth efficiency, and the public knows they are watching the best when they see the friendly family station man put the smile into his "sell." Complete "production reliability" helps to make KTRK-TV the best television buy in Houston.

KTRK-TV production has handled everything from live local spots to the origination of the Lawrence Welk show for the ABC network. A six camera station with a staff that knows how to use them, KTRK-TV offers the finest facilities and smart, alert technicians and talent—just the right combination of experienced "old pros" and well-trained, eager, imaginative youngsters.

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13, P. O. BOX 12, HOUSTON 1, TEXAS-ABC BASIC

HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, Willard E. Walbridge
Commercial Manager, Bill Bennett

NATIONAL REPRESENTATIVES:
GEO. P. HOLLINGBERY COMPANY, 500 Fifth Avenue, New York 36, New York

STATIONS: TEXAS

Film & ID: 16 mm Du Mont Multi-scanner film projector; 2 each transparency and opaque pickup slide projectors as part of Du Mont Multi-scanner. Film should be sent to Ray Trent. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; Bridgamatic film processor common negative or reversible 16 mm.

Color Equipment: network, film, slides.

Rates: Class A one hour live rates on request, film $350. Class AA minute spot film $70. ID rate $35.

KPAR-TV Sweetwater-Abilene is equipped to program either separate or simultaneous programs from KDUB-TV, and is also owned by Texas Telecasting, Inc. Combination rates for KDUB-TV and KPAR-TV are available on request.

Lufkin: KTRE-TV

Ch. 9. Owned by Forest Capital Broadcasting Co. Address: P.O. Box 701. Phone: 3-7771. Authorized eff. rad. pow.: visual 26 kw, aural 12.5 kw. Operating pow.: visual 26 kw, aural 12.5 kw. Networks: NBC (prim.). Am station KTRE. Began operating August 31, 1955. Interconnected.

Representatives: National Venard, Rintoul & McConnell, Inc., regional Clyde Melville Co. (Dallas), Washington attorneys Cohn & Marks, consulting engineer A. Earl Cullum Jr.

Stockholders: R. W. Wortham Jr., president (32%); E. L. Kurth Sr., vice president (16.8%); Henry B. Clay (11%); Richman Lewin, vice president (2.5%); remainder held by 13 others, none owning more than 10%.

Executives:
R. W. Wortham Jr., *president*
Richman Lewin, *vice president & general manager*
Murphy Martin, *commercial manager & sports director*
Boyd Porter, *program director*
Fred Hill, *chief engineer*
Tom Hooser, *news director*
Hampton Keathley, *farm director*
Elizabeth Calloway, *women's director*

Services: News AP, UP. Live studios, number 1, size of largest 30′ x 40′, number live cameras 1.

Film & ID: 1 GE film camera; 2 Eastman film projectors; 1 opaque projector; 1 2x2 slide projector. Film should be sent to Glenn Armstrong. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs.

Rates: Class A one hour live $240, film $225. Minute spot live $53, film $45. ID rate $22.

Midland: KMID-TV

Ch. 2. Owned by Midessa Television Company, Inc. Address: P.O. Box 2758. Phone: MUtual 2-7321, Midland; FEderal 2-7321, Odessa. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC, ABC. Began operating December 18, 1953.

Representatives: National Venard, Rintoul & McConnell, Inc., regional Clarke Brown Co. (southwest), Washington attorneys Lyon, Wilner & Bergson.

Stockholders: J. Conrad Dunagan, president (10.5%); W. D. Noel, vice president (12.3%); Donald M. Oliver, secretary-treasurer (5.2%); R. H. Drewry, director (29%); Ted R. Warkentin, director (18.4%); Paul Davis, director (5.2%); E. G. Rodman (12.3%); 4 others, none owning over 5.2%.

Executives:
J. Conrad Dunagan, *president*
Ray F. Herndon, *general manager*
George Collie, *commercial manager*
Bob McClellan, *program director*

Rates: Class A one hour live $240, film $200. Minute spot live $43, film $40. ID rate $20.

Odessa: KOSA-TV

Ch. 7. Owned by Odessa Television Co. Address: 1211 North Whitaker, Box 4186. Phone: FEderal 7-8301. Authorized eff. rad. pow.: visual 102 kw, aural 53.7 kw. Operating pow.: visual 102 kw, aural 53.7 kw. Networks CBS (prim.). Am station KOSA. Began operating January 1, 1956. Interconnected.

Representatives: National John E. Pearson Television, Inc., Washington attorneys Haley, Doty & Wollenberg, consulting engineer Ed Talbott.

Stockholders: Cecil L. Trigg (80%); Brooks Harman (10%); W. B. Stowe (10%).

Executives:
Cecil L. Trigg, *president & general manager*
John Vacca, *station manager*
Ed Costello, *sales manager*
Stu Klein, *production manager*
Bill Schock, *chief engineer*
Hal Moon, *news director*
Hubert Martin, *farm director*
Bette B. Miller, *women's director*
Jay Mehaffey, *sports director*
George Duesler, *film director*

Services: News AP, UP, Unifax. Live studios, number 1, size of largest 45′ x 45′, number live cameras 2 orthicon.

Film & ID: Film projectors; dual 2x2 slide projectors, SRA ¾ ID standard. Film should be sent to George Duesler. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $295, film $250. Minute spot live $54, film $50. ID rate $30.

San Angelo: KTXL-TV

Ch. 8. Owned by Westex Television Company, Inc. Address: P.O. Box 1271. Phone: 7183, 7184. Authorized eff. rad. pow.: visual 25.1 kw, aural 12.6 kw. Operating pow.: visual 25.1 kw, aural 12.6 kw. Networks: CBS (prim.), NBC, ABC. Am station KTXL. Began operating July 5, 1953. Interconnected.

Representatives: National Venard, Rintoul & McConnell, regional Clyde Melville Co., Washington attorneys Welch, Mott & Morgan.

Stockholders: A. D. Rust (50%); B. P. Bludworth (50%).

Executives:
A. D. Rust, *president*
J. Harley Hubbard, *vice president & general manager*
George Olson, *commercial manager*
Doug Thompson, *program director*
Dale Taylor, *chief engineer*
Al Cobb, *news director*
Penny Ward, *women's director*
Jim Morland, *sports director*

Services: News UP. Live studios, number 2, size of largest 18′ x 35′, number live cameras 1.

Film & ID: 2 DeVry, 2 Bell & Howell film projectors; 2x2 metal slide projector. Film should be sent to Operations c/o KTXL-TV. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $200 plus camera charge, film $200. Minute spot live $30 plus camera charge, film $30. ID rate $16.50.

San Antonio: KCOR-TV

Ch. 41. Owned by KCOR, Inc. Address: 111 Martinez st. Phone: CApitol 5-2751. Authorized eff. rad. pow.: visual 11 kw, aural 6.03 kw. Operating pow.: visual 11 kw, aural 6.03 kw. Am station KCOR. Began operating June 2, 1955.

Representatives: National Richard O'Connell, regional Dora-Clayton Agency, Washington attorneys Haley, Doty & Wollenberg, consulting engineers Robert M. Silliman & Assoc.

Stockholders: R. A. Cortez, president & treasurer (59%); R. A. Cortez Jr., vice president (6.5%); William P. Smythe, vice president (8.5%); and others.

Executives:
Raoul Cortez, *president*
Nathan Safir, *general manager*
R. A. Cortez Jr., *commercial manager*
Emilo Nickolas, *program manager*
Marvin L. Fiedler, *chief engineer*

San Antonio: KENS-TV

Ch. 5. Owned by Express Publishing Co. Address: Avenue E & 4th st. P.O. Box 2171. Zone 6. Phone: CApitol 5-7411. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Networks: CBS (prim.). Am station KENS. Began operating February 15, 1950.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers Jansky & Bailey.

Stockholders: Frank G. Huntress estate (6.73%); Frank G. Huntress Jr., president (18.1%); Mrs. Carrie S. Frost, 1st vice president (11.43%); Mrs. W. Dorsey Brown, 2nd vice president (6%); George B. Brackenridge estate (33.33%), (Frank Huntress Jr., Frank Huntress III, Leroy G. Denman Jr. & John B. McDaniel Jr., trustees); Mrs. Mildred Wood Hazzard (14%); Mrs. Catherine F. Hart (11.4%); 4 others, none owning over 2.1%.

Executives:
Frank G. Huntress Jr., *president*
Albert D. Johnson, *general manager*
Wayne Kearl, *commercial manager*
Edward Uhler, *program director*

William J. Jackson, *chief engineer*
John W. Scott, *news director*
William Shomette, *farm director*

Services: News UP. Live studios, number 2, size of largest 40′ x 60′, number live cameras 5. Remote equipment: RCA, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 RMA slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $700. Minute spot film $140. ID rate $70.

San Antonio: WOAI-TV

Ch. 4. Owned by Southland Industries, Inc. Address: 1031 Navarro st. Zone 6. Phone: CApitol 7-4221. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.), ABC. Am station WOAI. Began operating December 11, 1949. Interconnected.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Hogan & Hartson, consulting engineers A. D. Ring & Assoc.

Stockholders: principal stockholder: Hugh A. L. Halff individually and as trustee or holder of voting trust rights (77.5%).

Executives:
Hugh A. L. Halff, *president*
James M. Gaines, *vice president & general manager*
Edward V. Cheviot, *commercial manager*
Robert Reed, *program manager*
Charles L. Jeffers, *director of engineering*
Henry Howell, *news director*
Bill McReynolds, *farm director*
Randall Clay, *sports director*
Bill N. Yancy, *promotion manager*

Services: News AP, UP, INS, local news staff. Live studios, number 3, size of largest 45′ x 45′, number live cameras 5 RCA image orthicon (2 color), pedestal mounted. Zoom lens. Remote equipment: complete mobile unit. Zoom lens. Microwave transmitter & receiver. Number remote cameras 3 RCA image orthicon.

Film & ID: 2 b&w, 1 color film cameras; 3 RCA professional 16 mm film projectors; 2 Gray 2x2 Telejectors; Projectal for 3x4 photographs, mat finish. Film should be sent to Faye Leavitt. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, live, film, slides.

Rates: Class AA one hour live $700, film $700. Minute spot live $175, film $175. 8 seconds $105.

Sweetwater-Abilene: KPAR-TV

Ch. 12. Owned by Texas Telecasting, Inc. Address: operations desk—7400 College ave., Lubbock. Phone: SHerwood 4-2345. Authorized eff. rad. pow.: visual 26.2 kw, aural 13.1 kw. Operating pow.: visual 26.2 kw, aural 13.1 kw. Networks: CBS (prim.). Began operating January 30, 1956.

Representatives: National The Branham Co., Washington attorney Elliott Lovett, consulting engineers Frank McIntosh & Assoc.

Stockholders: See KDUB-TV Lubbock.

Executives:
W. D. "Dub" Rogers, *president*
W. H. Shipley, *vice president & general manager*
Dan C. Guthrie, *station manager*
E. A. "Buzz" Hassett, *national sales manager*
Walter Grubbs, *assistant station manager*
J. P. Allen, *technical supervisor*

Services: Live studios, number 1, size of largest 30′ x 40′, number live cameras 3. Remote equipment: see KDUB-TV Lubbock.

Film & ID: 2 16 mm film projectors; 2x2 metal mounted slides slide projector. Film should be sent to Walter Grubbs. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services: see KDUB-TV Lubbock.

Rates: Class A one hour live on request, film $200. Minute spot film $30. ID rate $15.

KPAR-TV is equipped to originate all types of local programming plus simultaneous programming with KDUB-TV Lubbock. Combination rate for the two stations are available on request.

Temple-Waco: KCEN-TV

Ch. 6. Owned by Bell Publishing Co. Address: 17 S. Third st., P.O. Box 188. Phone: PR 3-6868 (Temple); Waco 3-1846. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Began operating November 1, 1953. Interconnected.

Representatives: National George P. Hollingbery Co., regional Clyde Melville Co. (Texas), Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers A. Earl Cullum Jr.

Stockholders: Frank W. Mayborn (95%); Afton Schultz.

Executives:
Frank Mayborn, *president*
Burton Bishop, *general manager*
Gene Lewis, *station manager*
Curtis Casey, *chief engineer*
Clark Bolt, *farm director*
Cathy Greene, *women's director*

Services: News UP news wire, UP Fotofax. Live studios, number 1, size of largest 30′ x 40′, number live cameras 2. Remote equipment: number remote cameras 1.

Film & ID: 2 RCA 16 mm film projectors; Balop Projectall, 4x5, safe area: 2½x4; 2 Gray Dual Disc slide projectors, SRDS standards. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $360, film $300. Minute spot live $72, film $60. ID rate $30.

Texarkana: KCMC-TV

Ch. 6. Owned by KCMC, Inc. Address: Summerhill rd. Phone: 32-8201. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.), ABC. Am station KCMC. Began operating August 16, 1953. Interconnected.

Representatives: National, Venard, Rintoul & McConnell, Inc., regional Clyde Melville So. (southwest), James S. Ayers Co. (southeast), Washington attorney Eugene L. Burke, consulting engineers Commercial Radio Equipment Co.

Stockholders: Camden News Publishing Company, publisher of Camden (Ark.) *News* (50%); (*News* owned 39% by Walter E. Hussman and 39% by Betty P. Hussman); C. E. Palmer, president (37%); Bettie M. Palmer, vice president (5.5%); Alden P. Mooney (3.5%); J. Q. Mahaffey, secretary-treasurer (4%).

Executives:
C. E. Palmer, *president*
W. E. Hussman, *executive vice president*
Walter M. Windsor, *general manager*
Richard M. Peters, *director of national sales & promotion*
Charles E. Wade, *program director*
William R. Atkinson, *chief engineer*
John Shipley, *farm director*
Robert L. McCay, *production manager*

Services: News AP, AP wirephoto. Live studios, number 1, size of largest 31′ x 40′, number live cameras 2.

Film & ID: 2 Eastman 16 mm film projectors; telop projector, 3¼x4 cards, usable area 2¼x2, bleed to edges; 2x2 slide projector, tape or metal mounted slides. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 1 week. Film editing services.

Rates: Class A one hour live $300, film $260. Minute spot live $69, film $60. ID rate $30.

Tyler: KLTV (Longview)

Ch. 7. Owned by Lucille Ross Lansing. Address: Kilgore hwy. East. Phone: TYler 2-3875. Authorized eff. rad. pow.: visual 316 kw, aural 220 kw. Operating pow.: visual 316 kw, aural 220 kw. Networks: NBC, CBS, ABC. Am station KGKB. Began operating October 1954. Uses own micro-wave system of air pickup.

Representatives: National H-R Representatives, Inc., Washington attorneys Haley, Doty & Wollenberg, consulting engineers Lohnes & Culver.

Stockholders: Lucille Ross Lansing (100%).

Executives:
Lucille Ross Lansing, *owner*
Marshall H. Pengra, *general manager & commercial manager*
Robert Norris, *program director*
Hudson Collins, *chief engineer*
Gerry Lansing, *news director*
Sam Matthews, *farm director*
Mary Lou Wylie, *women's director*
John Lenox, *sports director*
Bonnie Lenox, *traffic*

Services: News AP. Live studios, number 1, size of largest 48′ x 98′, number live cameras 1.

Film & ID: 2 16 mm film projectors. Film should be sent to Frank Sherry. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $250, film $250. Minute spot live $55, film $50. ID rate $30.

Waco: KCEN-TV (See Temple)

Waco: KWTX-TV

Ch. 10. Owned by KWTX Broadcasting Co. and L. B. Broadcasting Co. Address: 4520

Bosque blvd. Phone: 3-7331. Authorized eff. rad. pow.: visual 107 kw, aural 53.7 kw. Operating pow.: visual 107 kw, aural 53.7 kw. Networks: CBS (prim.), ABC. Am station KWTX. Began operating April 3, 1955. Interconnected.

Representatives: National John E. Pearson Co., Washington attorneys Loucks, Zias, Young & Jansky, consulting engineer A. Earl Cullum Jr.

Stockholders: W. W. Naman, president; Milford N. Bostick, vice president; Robert E. Levy, treasurer; Thomas D. Stribling, secretary; Ross M. Sams; Hilton E. Howell; W. W. Callan; Ellender S. Chase; the L. B. Broadcasting Company.

Executives:
W. W. Naman, *president*
M. N. Bostick, *vice president & general manager*
John M. Brinegar, *commercial manager*
Curtis Matties, *program director*
Jessie Dove, *chief engineer*
Reid Collins, *news director*
John C. Watkins, *farm director*
Marvel Russell, *women's director*
Chuck Balding, *sports director*
Charles H. Boland, *national & regional sales manager*

Services: News AP wire, Photofax Picture Service. Live studios, number 2, size of largest 35′ x 50′, number live cameras 3. Remote equipment: complete mobile facilities, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 dual disc slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services; Bridgematic automatic processor, Du Pont 930 & 931 film.

Rates: Class A one hour live on request, film $250. Minute spot live on request, film $50. ID rate $25.

Weslaco: KRGV-TV

Ch. 5. Owned by KRGV Television, Inc. Address: 311 Missouri ave. Phone: Woodlawn 8-3131. Authorized eff. rad. pow.: visual 28.8 kw, aural 14.4 kw. Operating pow.: visual 28.8 kw, aural 14.4 kw. Network: NBC (prim.). Am station KRGV. Began operating April 2, 1954.

Representatives: National John E. Pearson Television, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineer W. G. Edgerton.

Stockholders: O. L. Taylor (50%); LBJ Company (50%).

Executives:
O. L. (Ted) Taylor, *president & general manager*
Bill Rucker, *assistant general manager*
Dallas Wales, *program director*
Jacque Elliott, *sales service director*
Brad Smith, *news director*
Charlie Rankin, *farm director*
Lewis Hartwig, *chief engineer*

Services: News AP, UP Telephoto. Live studios, number 1, size of largest 45′ x 26′, number live cameras 2. Remote equipment: Du Mont, number remote cameras 1.

Film & ID: 2 16 mm film projectors; 1 4x4 Telop projector. Film should be sent to Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class AA one hour live $300. Minute spot live $60. ID rate $30.

Wichita Falls: KFDX-TV

Ch. 3. Owned by Wichtex Radio and Television Company. Address: P.O. Box #2040. Phone: 2-8668, 2-8669, 2-8660. Authorized eff. rad. pow.: visual 55 kw, aural 33.1 kw. Operating pow.: visual 55 kw, aural 33.1 kw. Networks: NBC, ABC. Began operating April 1953. Interconnected.

Representatives: National Paul H. Raymer Co., Inc., consulting engineer George C. Davis.

Stockholders: Darrold A. Cannan, president (59.35%); Mayme Kahfuss, secretary-treasurer (.76%); Howard H. Fry, vice president (13.1%); Darrold A. Cannan Jr., (13.1%); 8 others, none holding as much as 3.33%.

Executives:
Darrold A. Cannan Sr., *president*
Howard H. Fry, *executive vice president & general manager*
Bob Walker, *commercial manager*
Warren Silver, *production manager & program director*
John Adams, *chief engineer*
Norman Duncan, *news director*
David Dodge, *farm director*
Mary Hood, *women's director*
Bob Weidn, *sports director*
Anne Kring, *promotion manager & director, national sales services*

Services: News UP Wire & Unifax, Weather Services A & C. Live studios, number 2, size of largest 65′ x 50′, number live cameras 2.

Film & ID: 2 16 mm film projectors; 2 slide projectors, using 2x2 slides; 1 Teloptican machine using 4x5 card. Film should be sent to Traffic Department. Film required 12 hrs. before telecast; slides 12 hrs., artwork 24 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $300, film $300.

Wichita Falls: KSYD-TV

Ch. 6. Owned by KSYD Television Company, Inc. Address: P.O. Box 2130. Phone: 2-6957. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Am station KSYD. Began operating March 1, 1953. Interconnected.

Representatives: National Blair Television Assoc., Inc., Washington attorneys Lyon, Wilner & Bergson.

Stockholders: Syd Grayson; Nat Levine; Ted Shanbaum; Irving & Murray Gold; Ben, Roy & Leon Aaron.

Executives:
Syd Grayson, *president & general manager*
Bob Cain, *commercial manager*
Don Brown, *program director*
Herbert T. Wiley, *chief engineer*
Bill Richie, *news director*
Mary Hood, *women's director*
Lou Boda, *sports director*
Paralee F. Norman, *promotion*

Services: News AP. Live studios, number 1, size of largest 35′ x 45′, number live cameras 2.

Film & ID: 2 film projectors; 2x2 slide projector. Film should be sent to Thomas R. Sugars, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $360, film $300. Minute spot live $65, film $60. ID rate $25.

UTAH

Salt Lake City: KSL-TV

Ch. 5. Owned by Radio Service Corporation of Utah. Address: 145 Social Hall ave. Zone 1. Phone: ELgin 5-4641. Authorized eff. rad. pow.: visual 29.5 kw, aural 17.8 kw. Operating pow.: visual 29.5 kw, aural 17.8 kw. Networks: CBS (prim.). Began operating June 1, 1949. Interconnected.

Representatives: National CBS Television Spot Sales, Washington attorneys Wilkinson, Boyden, Cragun & Barker, consulting engineers A. D. Ring & Assoc.

Stockholders: Church of Jesus Christ of Latter-day Saints (64%).

Executives:
Jay W. Wright, *executive vice president*
D. Lennox Murdoch, *vice president & general manager*
Edward B. Kimball, *commercial manager*
Wayne F. Richards, *program director*
Vincent E. Clayton, *chief engineer*
Rulon Bradley, *news director*
Wayne F. Richards, *farm director*
Ivor Sharp, *vice president in charge — development*
Scott Clawson, *production manager*
Richard V. Thiriot, *film director*
Paul Alexander, *promotion director*

Services: News local film, UP. Live studios, number 2, size of largest 60′ x 69′, number live cameras 6. Remote equipment: Tele-Cruiser bus, number remote cameras 6 Du Mont.

Film & ID: 4 16 mm, 1 35 mm strip film projectors; 1 2x2 Telejector, 2x2 transparencies, SRA standards; rear process screen; dual 4x5 projector. Film should be sent to Richard V. Thiriot, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, 16 mm; film processing available, Du Pont or Eastman film.

Color Equipment: network.

Rates: Class A one hour live $600, film $600. Minute spot live $150, film $150. ID rate $75.

Salt Lake City: KTVT

Ch. 4. Owned by Intermountain Broadcasting & TV Corp. Address: 130 Social Hall ave. Zone 3. Phone: DA 2-5681. Authorized eff. rad. pow.: visual 30 kw, aural 20 kw. Operating pow.: visual 30 kw, aural 20 kw. Networks: NBC (prim.). Am & fm station KDYL. Began operating April 1948. Interconnected.

Representatives: National Katz, Inc., regional member of Great Western Group with KLZ-TV Denver & KOB Albuquerque,

N.M., Washington attorneys Pierson, Ball & Dowd.

Stockholders: Time, Inc. (80%); G. Bennett Larson (20%).

Executives:
G. Bennett Larson, *president & general manager*
Harold Woolley, *sales manager*
John M. Baldwin, *vice president*
Kenneth E. Hanni, *comptroller*
Dan Rainger, *program director*
Alan Gunderson, *director of engineering*
Wally Lambourne, *chief video engineer*
Jack Goodman, *news director*
Del Leeson, *director special events & promotion*
Des Barker, *film representative*
Josie Barnes, *women's director*
Adolph Reich, *film editor*
Paul James, *sports director*
Jack White, *director of photography*

Services: News UP News Wire & Newsreel service. Live studios, number 2, size of largest 2,100 sq. ft., number live cameras 4. Remote equipment: RCA TK30A, number remote cameras 4.

Film & ID: 3 16 mm film projectors; 1 rear screen, 4x5 full area glass; 3 slide projectors, 2x2 glass slides, safe viewing area: ¾x15/16. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network, slides.

Rates: Class A one hour film $600. Minute spot live $150, film $150. ID rate $75.

Salt Lake City: KUTV

Ch. 2. Owned by Utah Broadcasting & Television Corp. Address: 179 Social Hall ave. Phone: 22-2505. Authorized eff. rad. pow.: visual 45.71 kw, aural 25.1 kw. Operating pow.: visual 45.71 kw, aural 25.1 kw. Networks: ABC (prim.). Am station KUTA. Fm station KUTF. Began operating September 10, 1954.

Representatives: National George P. Hollingbery Co., Washington attorneys Haley, Doty & Wollenberg, consulting engineers Frank C. Carman.

Stockholders: Ogden Standard Examiner (51%); Kearns Tribune Corp. (35%); George C. & Jean Hatch (14%). A. L. Glasmann, president; George C. Hatch, vice president; Jack Gallivan, treasurer; John Brophy, secretary. Ogden Standard Examiner is owned by A. L. Glasmann family, which also operates KLIX-TV Twin Falls, Ida., with KLIX, and controls radio stations KLO Ogden, Utah and KGEM Boise. Mr. & Mrs. Hatch also operate KALL Salt Lake City and control KOPR Butte.

Executives:
A. L. Glasmann, *president*
Brent Kirk, *station manager & general sales manager*
Robert B. Smith, *national sales manager*
Dick Westman, *promotion manager & public relations director*
Lamar Smith, *production manager*
Sid Cohen, *film buyer*
Pat Hession, *program supervisor*
Ralph H. Davidson Jr., *regional sales manager*
Herbert Holthauser, *chief engineer*
Doug Mitchell, *news editor*

Rates: Class A one hour live $450, film $450. Minute spot live $75, film $75. ID rate $37.50.

VERMONT

Burlington: WCAX-TV

Ch. 3. Owned by Mt. Mansfield Television, Inc. Address: 135 Main st. Phone: 2-5761. Authorized eff. rad. pow.: visual 18.7 kw, aural 9.3 kw. Operating pow.: visual 5 kw, aural 2.5 kw. Networks: CBS (prim.). Am station WCAX. Began operating September 26, 1954. Interconnected.

Representatives: National Weed Television Corp., Washington attorneys Eliot C. Lovett.

Stockholders: C. P. Hasbrook, president & treasurer (64.8%); S. T. Martin, vice president (16%); Marcia B. Hasbrook, secretary (.1%); A. Pearley Feen, director (.1%); John Dobson (10%); John H. Patrick (5%); Robert Patrick (5%); Floyd W. Moore (5%); I. Munn Boardman (2.5%); Hickock & Boardman, Inc. (2.5%).

Executives:
C. P. Hasbrook, *president*
S. T. Martin, *vice president & general manager*
J. A. Dobson, *commercial manager*
Richard Huntley, *production manager*
J. W. Tierney, *chief engineer*
J. A. Sullivan, *news director*
S. T. Hall, *assistant production manager*
Helen Workman, *women's director*
Anthony Adams, *sports director*

Services: News UP. Live studios, number 1, size of largest 30'x60', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $410, film $350. Minute spot live $78, film $70. ID rate $35.

VIRGINIA

Bristol: WCYB-TV

Ch. 5. Owned by Appalachian Broadcasting Corp. Address: 516 Cumberland st. Phone: NOrth 3560. Authorized eff. rad. pow.: visual 70.8 kw, aural 42.7 kw. Operating pow.: visual 70.8 kw, aural 42.7 kw. Networks: NBC (prim.), ABC. Am station WCYB. Began operating September 1, 1956.

Representatives: National Weed Television Corp., Washington attorneys Fly, Shuebruk, Blume & Gaguine, consulting engineers George C. Davis.

Stockholders: Robert H. Smith, president (25%); J. Fey Rogers, vice president (25%); Charles M. Gore, secretary (16⅔%); Harry M. Daniel, vice president (16⅔%); Frank W. DeFriece Jr., treasurer (16⅔%).

Executives:
Robert H. Smith, *president & general manager*
J. Fey Rogers, *vice president & sales manager*
Labe Mell, *tv operations*
Frank Spaulding, *program director*
Walter C. Crockett, *news director*
R. V. Robinson, *chief engineer*
Frank Raymond, *farm director*
Alice Friberg, *women's director*
Jim Carson, *sports director*

Services: News 2 AP wires, local. Live studios, number 2, size of largest 40' x 40', number live cameras 3. Remote equipment: 1 GPL—field chain & verifocal lens, number remote cameras 3.

Film & ID: 2 16 mm 6PL-1000C film projectors; 1 2x2 Gray 4B, 1 3¼x4 GE PF4A slide projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services, complete 16 mm; Eastman 16 mm negative processing.

Color Equipment: network, live, film, slides.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Hampton: WVEC-TV (See Norfolk)

Harrisonburg: WSVA-TV

Ch. 3. Owned by Shenandoah Valley Broadcasting, Inc. Address: Rawley Pike. Phone: 4-4431. Authorized eff. rad. pow.: visual 8.32 kw, aural 4.17 kw. Operating pow.: visual 8.32 kw, aural 4.17 kw. Networks: CBS, NBC, ABC. Am station WSVA. Began operating October 19, 1953.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Covington & Burling, consulting engineers Kear & Kennedy.

Stockholders: Hamilton Shea; Transcontinent Television Corp.

Executives:
Hamilton Shea, *president*
Howard C. Evans, *general manager*
Robert E. Lee, *program manager*
Warren L. Braun, *chief engineer*
Wip Robinson III, *news director*
Homer Quann, *farm director*
Virginia Lindamood, *women's director*
Conrad Phillips, *sports director*
R. H. Dick Johnson, *manager advertising, promotion & merchandising*

Services: News AP. Live studios, number 1, size of largest 32'x28', number live cameras 2.

Film & ID: 3 16 mm film projectors; 3 2x2 slide projectors, copy area: 15/16x23/32, scan area: 13/16x29/32. Film should be sent to Robert E. Lee. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour live $250, film $250. Minute spot live $38, film $38. ID rate $19.

Lynchburg: WLVA-TV

Ch. 13. Owned by Lynchburg Broadcasting Corp. Address: 925 Church st. Phone: 2-1242. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.:

visual 316 kw, aural 158 kw. Networks: ABC (prim.). Am station WLVA. Began operating February 2, 1953.

Representatives: National George P. Hollingbery Co., Washington attorneys George O. Sutton, consulting engineers Lohnes & Culver.

Stockholders: Edward A. Allen, president (25.56%); Philip P. Allen, vice president (25.56%); O. B. Barker Jr. (4.31%); John P. Read Jr., secretary-treasury (4.20%); Thomas E. Clayton (4.02%); Thomas S. Kirkpatrick (3.18%); E. H. Hancock estate (2.38%); Fontaine H. Scott (2.27%); remainder held by 65 others, none owning as much as 2.1%.

Executives:
Edward A. Allen, *president*
Philip P. Allen, *vice president & general manager*
John T. Orth, *chief engineer*
Warren Uttal, *program director*
Wayne Tyler, *farm director*

Rates: Class A one hour live $330, film $300. Minute spot live $66, film $60. ID rate $30.

Norfolk: WTAR-TV

Ch. 3. Owned by WTAR Radio Corporation. Address: 720 Boush st. Zone 10. Phone: MAdison 5-6711. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.), ABC. Am station WTAR. Began operating April 2, 1950.

Representatives: National Edward Petry & Co., Inc., Washington attorney Eliot C. Lovett, consulting engineers Jansky & Bailey, Inc.

Stockholders: Norfolk Newspapers, Inc. (100%).

Executives:
Campbell Arnoux, *president & general manager*
John C. Peffer, *assistant general manager*
Robert M. Lambe, *general sales manager*
Harold Soldinger, *general program director*
Richard Lindell, *chief engineer*
Joel Carlson, *director of public relations*
Hal Powell, *promotion manager*

Services: News AP (State wire & radio trunk), INS Telenews, Local News Coverage (4-man staff), sound & silent 16 mm film. Live studios, number 3, size for largest 50′ x 60′, number live cameras 4. Remote equipment: Fully equipped truck with microwave, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 slide projectors, which will handle 2x2 slides. Call letters in upper right corner. Film should be sent to Harry Nicholas, Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Complete film editing services, including 16 mm Moviola; Houston Model 22 16 mm.

Color Equipment: network, film, slides.

Rates: Class A one hour live $935, film $875. Minute spot live $230, film $200. ID rate $100.

Norfolk: WVEC-TV (Hampton)

Ch. 15. Owned by Peninsula Broadcasting Corp. Address: 812 W. 21st st. Phone: MAdison 7-7774. Authorized eff. rad. pow.: visual 214 kw, aural 110 kw. Operating pow.: visual 214 kw, aural 110 kw. Networks: NBC (prim.). Am station WVEC. Began operating August 15, 1953.

Representatives: National Avery-Knodel, Inc., Washington attorneys Cohn & Marks, consulting engineers Vendivere, Cohen & Wearn.

Stockholders: Thomas P. Chisman, president (19.74%); Harrol A. Brauer Jr., vice president (10.85%); James E. Swafford, vice president (19.74%); J. W. Chisman, secretary-treasurer (21.45%); 25 others, none owning more than 2.6%.

Executives:
Thomas P. Chisman, *president & general manager*
Harrol A. Brauer Jr., *vice president & sales director*
Jane Winne, *promotion manager*
Sherley Tucker, *traffic manager*
Bob Champion, *film coordinator*
Howard Keller, *program director, Norfolk*
Jim Gray, *program director, Hampton*
L. W. (Duff) Kliewer, *operations manager*
William C. King Jr., *chief engineer*
Lewis T. Jester, *news editor*

Color Equipment: network.

Rates: Class A one hour live $400, film $350. Minute spot live $80.50, film $70. ID rate $35.

Petersburg-Richmond: WXEX-TV

Ch. 8. Owned by Petersburg Television Corp. Address: 124 W. Tabb st., Petersburg; 6200 Broad st. rd., Richmond. Phone: REgent 3-7876, Petersburg; RIchmond 88-2835. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC (prim.). Am station WLEE Richmond. Began operating August 15, 1955. Interconnected.

Representatives: National Select Station Representatives, Inc. & Forjoe & Co., Washington attorneys Arnold, Fortas & Porter, consulting engineers Jansky & Bailey.

Stockholders: Thomas G. Tinsley Jr. (43.5%); Irvin G. Abeloff (5.5%) and over 40 others.

Executives:
Thomas G. Tinsley Jr., *president*
Irvin G. Abeloff, *vice president & general manager*
George R. Oliviere, *local sales manager*
Robert A. Currie, *operations manager*
James L. Dodd Jr., *program director*
John Costello, *chief engineer*
Robert Kennedy, *news director*
Loren Hiddelson, *farm director*
Lee Lounsberry, *women's director*
Robert Knapp, *sports director*

Services: News AP, INS. Live studios, number 2, size of largest 40′ x 30′, number live cameras 4. Remote equipment: RCA TK-31A dual field chain with truck, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 2x2 slide projectors. Film should be sent to Martha Martin. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Complete film editing services; custom-built unit, 16 mm film processing.

Color Equipment: network, film, slides.

Rates: Class A one hour live $700, film $700. Minute spot live $140, film $140. ID rate $70.

Portsmouth: WTOV-TV (Norfolk)

Ch. 27. Owned by Tim Brite, Inc. Address: 1318 Spratley st. Phone: EXport 9-7583. Authorized eff. rad. pow.: visual 166 kw, aural 89.1 kw. Operating pow.: visual 166 kw, aural 89.1 kw. Began operating October 22, 1953.

Representatives: National Joseph Hershey McGillvra.

Stockholders: Temus R. Bright, president (95.3%); Anna Catherine Bright, secretary-treasurer (4.7%).

Executives:
Temus R. Bright, *president & station manager*
Winston Bright, *vice president*
Anna C. Bright, *secretary-treasurer*
Tovey Lee, *assistant station manager & program director*
Charles Adams, *commercial manager*
Dorothy Kehs, *production manager*
Madeline Shockley, *women's director*
James Richardson, *chief engineer*
Clem Stineburger, *news editor*

Rates: Class A one hour live $124.65, film $124.65. Minute spot live $17, film $17. ID rate $8.75.

Richmond: WRVA-TV

Ch. 12. Owned by Richmond Television Corp. Address: 5221 Midlothian pike; mail address P.O. Box 2370. Zone 18. Phone: 83-5461. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 31.65 kw, aural 15.83 kw. Networks: CBS (prim.). Began operating April 29, 1956.

Representatives: National Harrington, Righter & Parsons, Washington attorneys Cohn & Marks and Fisher, Wayland, Duvall & Southmayd, consulting engineer Paul Godley.

Stockholders: Larus and Brother Company, Inc. (60%); Neighborhood Theatres, Inc. (16.06%).

Executives:
C. T. Lucy, *president*
Barron Howard, *general manager*
James D. Clark Jr., *commercial manager*
Samuel S. Carey, *program director*
S. T. Terry Jr., *chief engineer*
George Passage, *news director*
John L. Stone Jr., *promotion manager*

Services: News state & national AP, INS Facsimile, CBS Newsfilm. Live studios, number 1, size of largest 40′ x 50′, number live cameras 4. Remote equipment: 2 field-type camera chains, number remote cameras 2.

Film & ID: Du Mont multi-scanner film projector; Du Mont multi-scanner slide projector. Film should be sent to Station Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston 16 mm.

The old lady gave him what for

From AMERICAN HERITAGE

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Color Equipment: network, film, slides.

Rates: Class AA one hour live $700, film $700. Minute spot live $140 plus production, film $140. ID rate $70.

Richmond: WTVR

Ch. 6. Owned by Havens & Martin, Inc. Address: 3301 West Broad st. Zone 20. Phone: 5-8611. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: ABC (prim.). Am station WMBG. Began operating April 22, 1948. Interconnected.

Representatives: National Blair TV, Inc., Washington attorney John H. Midlen, consulting engineer James C. McNary.

Stockholders: Wilbur M. Havens, president (100%); Thelma M. Havens, vice president; Katharine H. Germain, secretary; Walter A. Bowry Jr., treasurer; James W. Kyle, director.

Executives:
Wilbur M. Havens, *president, general manager & commercial manager*
John V. Shand, *program director*
G. Conrad Rianhard, *film director & buyer*
James W. Kyle, *chief engineer*
Roy Roman, *news director*
Jane Brooks, *women's director*
Tim Finnegan, *sports director*

Services: News UP Movietone. Live studios, number 2, size of largest 52′ x 52′ x 22′, number live cameras 3.

Film & ID: 2 Du Mont 16 mm, 1 GPL 16 mm film projectors; 4 2x2, 1 35 mm slide projectors. Film should be sent to Film Department. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Bridgematic Du Pont Blue Base 16 mm.

Color Equipment: network, film, slides.

Rates: Class AA one hour live $875, film $875. Minute spot live $140, film $140. CB spot live or film $120. ID rate $70.

Roanoke: WDBJ-TV

Ch. 7. Owned by Times-World Corp. Address: 201 Campbell ave. S.W. Phone: 3-8031. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station WDBJ. Began operating October 3, 1955.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorney George O. Sutton, consulting engineer George C. Davis.

Stockholders: owned by heirs of late J. B. Fishburn.

Executives:
Ray P. Jordan, *managing director*
John W. Harkrader, *assistant managing director*
Paul E. Reynolds, *program director & film buyer*
Blake Brown, *sales manager*
J. E. Newman, *chief engineer*
Don F. Murray, *news director*
Mike Shaffer, *promotion manager*

Services: News AP, AP wire photo, CBS Newsfilm. Live studios, number 3, size of largest 40′ x 60′ approx., number live cam-

eras 3. Remote equipment: 1 camera chain & sync gen., number remote cameras 1.

Film & ID: 2 16 mm film projectors; 2 4x5 opaque projectors; 2 2x2 slide projectors. Film should be sent to Film Editor. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston-Fearless, negative or positive.

Color Equipment: network, film, slides.

Rates: Class A one hour live $640, film $600. Minute spot live $145, film $140. ID rate $60.

Roanoke: WSLS-TV

Ch. 10. Owned by Shenandoah Life Stations, Inc. Address: Church ave. at Third st. Zone 6. Phone: 4-9227. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: NBC (prim.), ABC. Am station WSLS. Began operating December 11, 1952. Interconnected.

Representatives: National Avery-Knodel, Inc., Washington attorney Eliot C. Lovett, consulting engineer George C. Davis.

Stockholders: Shenandoah Life Insurance Co., Inc. (100%).

Executives:
Paul C. Buford, *president*
James H. Moore, *executive vice president*
Horace S. Fitzpatrick, *assistant manager & commercial manager*
George Chernault, *program manager*
J. P. Briggs, *chief engineer*
Tom Wright, *news director*
Glenn Howell, *farm director*
Betty Bond, *women's director*
Edward Thomas, *sports director*
Fred L. Corstaphney, *promotion & publicity director*
Charles R. Garrison, *sales promotion & merchandising*

Services: News AP wire, AP Photofax, Tele-News Film. Live studios, number 3, size of largest 57' 8½" x 43' 1", number live cameras 3.

Film & ID: 4 16 mm film projectors; 1 2x2 slide projector, transmitted area: 27/32 x 1⅛, safety field: 23/32 x 15/16. Film should be sent to Horace Fitzpatrick. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; Houston-Fearless, 16 mm, all negative & rapid reversal.

Color Equipment: network, film, slides.

Rates: Class A one hour live $500, film $500 plus film cost. Minute spot live $100 plus camera & talent, film $100 plus film cost. ID rate $50.

WASHINGTON

Bellingham: KVOS-TV

Ch. 12. Owned by KVOS, Inc. Address: Ellis st. Phone: 790. Authorized eff. rad. pow.: visual 38.5 kw, aural 19.25 kw. Operating pow.: visual 38.5 kw, aural 19.25 kw. Networks: CBS (prim.) Am station KVOS. Began operating June 3, 1953. Interconnected.

Representatives: National Forjoe, Inc. (U.S.), Stovin (Canada), regional Robert Swanson (Seattle), Washington attorneys Haley, Doty & Wollenberg, consulting engineers George Frese.

Stockholders: Rogan Jones; David Mintz; Ernie Harper; Joe Bloom.

Executives:
Rogan Jones, *president*
David Mintz, *vice president in charge of tv*
Ernie Harper, *vice president in charge of engineering*
John Sherman, *production manager*
Fred Elsethegan, *commercial manager*

Services: News UP. Live studios, number 1, number of live cameras 1.

Film & ID: 3 16 mm film projectors. Film should be sent to Operations Desk. Film required 36 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Complete film editing services.
Rates: Class A one hour film $300. Minute spot film $60. ID rate $30.

Pasco: KEPR-TV (Satellite of KIMA-TV Yakima)

Ch. 19. Owned by Cascade Broadcasting Co. (Satellite of KIMA-TV Yakima) Address: P.O. Box 766. Phone: JU 6-6184. Authorized eff. rad. pow.: visual 12.8 kw, aural 6.4 kw. Operating pow.: visual 12.8 kw. aural 6.4 kw. Networks: CBS (prim.) NBC, ABC. Am station KIMA. Began operating December 30, 1954. Interconnected.

Representatives: National Weed Television Corp., regional Moore & Lund, Washington attorneys Prince, Taylor & Crampton, Frank H. McIntosh consulting engineers.

Stockholders: See KIMA-TV Yakima.

Executives:
A. W. Talbot, *president*
Thomas C. Bostic, *vice president & general manager*
Monte Strohl, *resident manager*
Herchel R. Cary, *sales manager*
James W. Nolan, Jr., *program director*
Bernard Baillie, *chief engineer*
John Knievel, *news director*
John Stenkamp, *sports director*
Ed Morrissey, *public relations director*
Note: KEPR-TV is programmed primarily through KIMA-TV and has all of its facilities available.

Seattle: KING-TV (Tacoma)

Ch. 5. Owned by King Broadcasting Company. Address: 320 Aurora. Zone 9. Phone: Mutual 3555. Authorized eff. rad. pow.: visual 100 kw. aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: ABC (prim.). Am station KING. Began operating November 25, 1948. Interconnected.

Representatives: National Blair-TV, Haley, Doty & Wollenberg Washington attorneys.

Stockholders: Mrs. A. Scott Bullitt, principal stockholder.

Executives:
Dorothy S. Bullitt, *president*
Henry B. Owen, *executive vice president*
Otto P. Brandt, *general manager*
Al P. Hunter, *commercial manager*
Lee Schulman, *director of programming*
J. L. Middlebrooks, *director of engineering*
Charles Herring, *news director*
Gloria Chandler, *public service director*
Elizabeth Wright Evans, *education director*
Bill O'Mara, *sports director*
Mel Andersen, *promotion & publicity director*

Services: News UP, INS. Live studios, number 2, size of largest 60' x 60', number live cameras 6. Remote equipment: remote truck, number remote cameras 6 (max.).

Film & ID: 2 16 mm b&w Eastman film projectors; 1 16 mm Eastman continuous motion color projector; 2 2x2 selectroslide; 1 GE b&w Balop; 1 2x2 GE color scanner. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network film, slides.

Rates: Class A one hour live $1,150, film $900. Minute spot live $230, film $200. ID rate $100.

Seattle: KOMO-TV

Ch. 4. Owned by Fisher's Television Co. Address: 100-4th ave. North. Zone 9. Phone: SEneca 6000. Authorized eff. rad pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Networks: NBC (prim.). Am station KOMO. Began operating December 10, 1953. Interconnected.

Representatives: National NBC Spot Sales, Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers A. D. Ring & Assoc.

Stockholders: Fisher's Blend Station, Inc. (66.66%); Theodore Gamble (30%); Howard Lane (3.33%).

Executives:
O. D. Fisher, *president*
W. W. Warren, *executive vice president & general manager*
Bill Hubbach, *sales manager*
Dave Crockett, *manager of programming television & radio*
Tom Rogstad, *tv program manager*
Maitland Jordan, *national sales manager*
C. E. Miller, *chief engineer*
Herb Robinson, *news editor*
Bill Moshier, *farm editor*
Bill Cathey, *advertising-promotion*
Keith Jackson, *sports editor*

Services: News UP. Live studios, Number 3, size of largest 47' x 57', number live cameras 4 b&w, 2 color. Remote equipment: remote truck equipped to handle camera chains and audio microwave relay link, number remote cameras 2.

Film & ID: 2 Eastman 16 mm, 1 RCA TP-6 BC film projectors; 1 GE Baloptican; 1 RCA color opaque pickup, 1 color TP-3, 2 RCA slide projectors. Film should be sent to Film Department. Film required 72 hrs. before telecast; slides 72 hrs. Film editing services, 16 mm. Color Equipment: network, live, film, slides.

Rates: Class A one hour live on request, film $1,025. Minute spot live on request, film $210. ID rate $105. Color rates: announcements, film slides $1 additional. Live $5 additional.

Spokane: KHQ-TV

Ch. 6. Owned by KHQ, Inc. Address: 700 Radio Central bldg. Phone: MAdison 4-5131. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: NBC (prim.). Am station KHQ. Began operating December 20, 1952. Interconnected.

Representatives: National The Katz Agency, Inc., regional Hugh Feltis & Assoc., Seattle; H. Quenton Cox & Assoc., Portland, Ore., Washington attorneys Kirkland, Fleming, Green, Martin & Ellis, consulting engineers George C. Davis.

Stockholders: Same as Spokane Chronicle Co.; W. H. Cowles, president. KHQ, Inc. officers: R. O. Dunning, president; William B. Hyde, secretary; Milton O. Fritsch, assistant secretary & treasurer.

Executives:
R. O. Dunning, *president & general manager*
J. Birney Blair, *commercial manager*
William A. Neilson, *program director*
Al G. Sparling, *chief engineer*
Pat Cullen, *news director*
Tom Templeton, *farm director*
M. O. Fritsch, *assistant secretary & treasurer*
Charles E. Lohnes, *operations manager*
Rex R. Gerlach, *promotion manager*

Services: News AP. Live studios, number 2, size of largest 40′ x 60′, number live cameras 4. Remote equipment: remote truck, associated equipment, number remote cameras 2.

Film & ID: 2 GE 16 mm, RCA 16 mm color film projectors; 2 Selectroslides slide projectors, copy area: 15/16x1¼. Film should be sent to Jim Johns, South 4102 Regal St. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; process 200 ft. at a time.
Color Equipment: network, local live, film, slides.

Rates: Class A one hour film $550.

Spokane: KREM-TV

Ch. 2. Owned by Louis Wasmer. Address: 4103 South Regal. Zone 71. Phone: KEystone 4-0466. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 23.1 kw, aural 11.6 kw. Networks: ABC (prim.) Am station KREM. Began operating October 31, 1954. Interconnected.

Representatives: National Edward Petry & Co., Inc., regional H. S. Jacobson, Portland; R. L. Swanson, Seattle, Washington attorneys Arnold, Fortas & Porter, consulting engineers A. Earl Cullum Jr.

Stockholders: Louis Wasmer (100%)

Executives:
Louis Wasmer, *owner*
Robert H. Temple, *general manager*
Walt J. Schaar, *program director*
Hommer W. Meed, *chief engineer*
Richard Hoover, *news director*

Services: News AP. Live studios, number 1, size of largest 65′ x 45′, number live cameras 2 cameras studio chain. Remote equipment: 2 camera remote chain.

Film & ID: 6 16 mm film projectors; flying spot scanner; 2 slide projectors, 2x2 tape mounted (metal not accepted). Film should be sent to Hughie Tanner, Film Editor. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Complete film editing services; 16 mm film handled.

Color Equipment: network, film, slides. 3 Vidicon color camera chain. 2 color film projectors, color slide projector.
Rates: Class A one hour live $450, film $450. Minute spot live $90, film $90. ID rate $45.

Spokane: KXLY-TV

Ch. 4. Owned Northern Pacific Television Corporation. Address: 315 W. Sprague Ave. Phone: Madison 4291. Authorized eff. rad. pow.: visual 48 kw, aural 26.9 kw. Operating pow.: visual 48 kw, aural 26.9 kw. Networks: CBS. Am station KXLY. Began operating February 22, 1953.

Representatives: National Avery-Knodel, Wheeler & Wheeler Washington attorneys, George P. Adair consulting engineers.

Stockholders: Norman Eisenstein (45%); Joseph Harris (45%); Richard E. Jones (10%).

Executives:
Richard E. Jones, *vice president, general manager & film buyer*
James Agostino, *sales manager*
Gene Roth, *program director*
Dave Green, *chief engineer*

Services: Studios, number 1, size of largest 50′x60′, number live cameras 2 RCA camera chains. Remote equipment: 2 RCA and GE mobile microwave units.

Film & ID: 2 RCA film cameras; 2 RCA film projectors; 2 slide projectors; Sterling Multiscope opaque projector. 1 TSC rear screen projector.

Rates: Class A one hour film $525. Minute spot film $105. ID rate $52.50.

Tacoma: KTNT-TV (Seattle)

Ch. 11. Owned by Tribune Publishing Co. Address: South 11th and Grant. Zone 5. Phone: Fulton 2561. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: CBS (prim.). Am station KTNT. Began operating February 22, 1953. Interconnected.

Representatives: National Weed Television Corp., Dow, Lohnes & Albertson Washington attorneys, Alvin H. Barnard (Portland, Ore.), consulting engineers.

Stockholders: Same as Tacoma News-Tribune, Frank S. Baker, president and publisher.

Executives:
Larry Carino, *manager & director of sales*
Burke Ormsby, *program director*
Max Bice, *chief engineer*
Len Higgins, *director of industry relations*

Services: News AP Fax, UP Newsreel. Live studios, number 2, size of largest 45′x55′, number live cameras 4. Remote equipment: remote truck, number remote cameras 4.

Film & ID: 2 16 mm film projectors; 2x2 slide projector, slides & balops. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Complete film editing services.

Color Equipment: network.

Rates: Class AA one hour live $1,000, film $900. Minute spot live $220, film $205. ID rate $102.50.

Tacoma: KTVW (Seattle)

Ch. 13. Owned by J. Elroy McCaw. Address: 5544 N. 35th St., Tacoma, Zone 7; 230 8th ave. North Seattle (Seattle office & studio). Zone 9. Phones: TAcoma: Skyline 3544; Seattle: SEneca 3113. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Began operating September 22, 1954.

Representatives: National George P. Hollingbery Co., Bingham, Collins, Porter & Kistler Washington attorneys, Page, Creutz, Garrison & Waldschmitt consulting engineers.

Stockholders: J. Elroy McCaw (100%).

Executives:
J. Elroy McCaw, *owner*
William Veneman, *general manager*
Charles R. Morris, *chief engineer*
Don Wood, *program director & director of operations*
Howard C. Perkin, *film director*
Cy Flory, *sales-service manager*
Edna K. Hanna, *promotion-publicity director*
John Jarstad, *director of sports and special events*

Services: Live studios, number 2, size of largest 60′x80′, number live cameras 3. Remote equipment: complete mobile unit, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 35 mm Selectroslide slide projectors. Film should be sent to Howard C. Perkin. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs.

Rates: Class A one hour live $750, film $600. Minute spot live $156.25, film $125. ID rate $65.

Yakima: KIMA-TV

Ch. 29. Owned by Cascade Broadcasting Co. (Parent station of satellite KEPR-TV Pasco.) Address: Box 702. Phone: 6104. Authorized eff. rad. pow.: visual 192 kw, aural 115.2 kw. Networks: CBS (prim.) NBC, ABC. Am station KIMA. Began operating July 19, 1953. Interconnected.

Representatives: National Weed Television, regional Moore & Lund, Washington attorney Prince, Taylor & Crampton, Frank H. McIntosh & Assoc. consulting engineers.

Stockholders: A. W. Talbot, president (72.5%); Thomas C. Bostic, vice president (16½%); Frank E. Mitchell, treasurer (.5%); J. D. Rolfe, secretary (.5%); Ralph Sundquist, director (8%); J. Barry Watkinson, director (.5%); Mel Burrill (.5%); Cascade operates satellites KEPR-TV Pasco & KLEW-TV Lewiston, Idaho.

Executives:
A. W. Talbot, *president*
Tom Bostic, *vice president & general manager*
H. R. Cary, *commercial manager*
Jim Nolan, *program director*
J. B. Watkinson, *chief engineer*
John Knievel, *news director*

Services: News AP, CBS Newsfilm. Live studios, number 3, size of largest 30′x50′, number live cameras 4. Remote equipment: complete mobile truck, number remote cameras 2.

Film & ID: 2 16 mm film projectors; 2 Selectroslide slide projectors. Film should be

sent to Operations Desk. Film required 48 hrs. before telecast: slides 48 hrs. Composite film processing unit, news.

Rates: Class A one hour live $450, film $400. Minute spot live $90, film $80. ID rate $40.

WEST VIRGINIA

Bluefield: WHIS-TV

Ch. 6. Owned by Daily Telegraph Printing Co. Address: Bland and Ramsey. Phone: 7-7115. Authorized eff. rad. pow.: visual 50 kw, aural 28.8 kw. Operating pow.: visual 50 kw, aural 28.8 kw. Networks: NBC (prim.), ABC. Am station WHIS. Began operating July 31, 1956. Interconnected.

Representatives: National Katz Agency, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineer John Mullaney.

Stockholders: Jim H. Shott (23.5%); Hugh I. Shott Jr., vice president (23.6%); Mrs. Lillian Shott Brant (23%); estate of H. I. Shott (29.2%); others.

Executives:
H. I. Shott Jr., *vice president & general manager*
P. T. Flanagan, *station manager*
John C. Shott, *commercial manager*
O. C. Young, *program director*
John Byers, *chief engineer*
Don Reed, *news director*
Jackie Oblinger, *women's director*
Bill Hickok, *sports director*
Elvin Feltner, *production director*

Services: News AP wire & facsimile. Live studios, number 3, size of largest 40′ x 40′, number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Film Department. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; 16 mm film processing.

Color Equipment: network.

Rates: Class A one hour live $240, film $200. Minute spot live $48, film $40. ID rate $20.

Charleston: WCHS-TV

Ch. 8. Owned by WCHS-TV, Inc. Address: 1111 Virginia st. E. Zone 24. Phone: 6-5358. Authorized eff. rad. pow.: visual 316 kw, aural 200 kw. Operating pow.: visual 316 kw, aural 200 kw. Networks: CBS (prim.). Am station WCHS. Began operating August 16, 1954.

Representatives: National The Branham Co., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Weldon & Carr.

Stockholders: Tierney Company (WCHS) (60%); Capital Television, Inc. (40%). WCHS-TV officers: Hawthorne D. Battle, president & voting trustee; Sam G. Rahall, secretary; George L. Kallam, treasurer.

Executives:
Hawthorne D. Battle, *president*
John T. Gelder Jr., *vice president & general manager*
John L. Sinclair Jr., *sales manager*
Morton S. Cohn, *program director*
Frank Annand, *production manager*
Phil Sheridan, *promotion & publicity director*
Bob Boaz, *news director*
William E. Dixon, *chief engineer*
Harry Brawley, *education & public affairs director*

Color Equipment: network, film, slides.

Rates: Class AA one hour film $550. Minute spot film $140. ID rate $70.

Huntington: WHTN-TV (Charleston)

Ch. 13. Owned by Cowles Broadcasting Co. Address: 625 Fourth ave. Phone: JA 5-7661. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: ABC (prim.). Am station WHTN. Began operating October 3, 1955. Interconnected.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineers Lohnes & Culver.

Stockholders: Cowles Broadcasting Co. (100%). Same as Des Moines Register & Tribune.

Executives:
Luther L. Hill, *president*
Robert R. Tincher, *vice president & general manager*
George Miller, *commercial manager*
Norman Bacon, *program director*
Harold Sturm, *chief engineer*

Services: News UP, Unifax. Live studios, number 3, size of largest 75′ x 85′, number live cameras 2.

Film & ID: 2 RCA TP 16-F 16 mm film projectors; 1 2x2 Telojector; 1 4x5 Telop. Film should be sent to Operations Desk. Slides required 24 hrs. before telecast; artwork 24 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $450, film $450. Minute spot live $100, film $100. ID rate $50.

Huntington: WSAZ-TV (Charleston)

Ch. 3. Owned by WSAZ, Inc. Address: 201 Ninth st. Zone 18. Phone: 4-4126. Authorized eff. rad. pow.: visual 46.8 kw, aural 23.4 kw. Operating pow.: visual 46.8 kw, aural 23.4 kw. Networks: NBC (prim.). Am station WSAZ Huntington, WCKV Charleston, W. Va. Began operating October 14, 1949. Interconnected.

Representatives: National The Katz Agency, Inc., Washington attorneys Cohn & Marks.

Stockholders: Huntington Publishing Company (89%); Mrs. Eugene Katz, New York (11%).

Executives:
L. H. Rogers II, *president & general manager*
L. E. Kilpatrick, *vice president & technical director*
C. T. Garten, *assistant general manager & am manager*
Elizabeth Conaty, *national sales director*
J. H. Ferguson, *program director*
John P. Clay, *chief engineer*
N. A. Basso, *news & public relations director*
William D. Click, *farm director*
Gayle MacCracken, *film director*
James Thacker, *sports director*
Robert E. White, *tv sales manager*
W. R. Murray, *Charleston manager*

Services: News AP, radio wires W. Va., Ohio, Ky., AP photo facsimile. Live studios, number 2 Huntington, 1 Charleston, size of largest 40′ x 60′, number live cameras 4 b&w, 1 studio color. Remote equipment: complete mobile unit, number remote cameras 2.

Film & ID: 4 16 mm film projectors; 2 Gray automatic, 1 selectro-slide slide projector, 2x2 tape mounted only, safety field: $^{23}/_{32}$x$^{15}/_{16}$. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 5 days. Film editing services; 16 mm film processing.

Color Equipment: network, live, film, slides. 3-Vidicon color film chain, with 2 projectors. Standby 2 film projectors with iconoscope camera chains.

Rates: Class AA one hour film $1,000. Minute spot film $180. ID rate $90.

Oak Hill: WOAY-TV

Ch. 4. Owned by Robert R. Thomas Jr. Address: Box 251 Phone: 651. Authorized eff. rad. pow.: visual 100 kw, aural 69.2 kw. Operating pow.: visual 100 kw, aural 69.2 kw. Networks: ABC (prim.). Am & fm stations WOAY. Began operating December 3, 1954.

Representatives: National John E. Pearson Television, Inc., Washington attorneys Barnes & Neilson, consulting engineer Robert M. Silliman.

Stockholders: Robert R. Thomas Jr. (100%). Joe L. Smith Jr., operator of WJLS Beckley & WKNA-TV & WKNA Charleston, W. Va., has option for 40%.

Executives:
Robert R. Thomas Jr., *president & general manager*
Vic Ludington, *sales manager*
James Pridemore, *program director*
Kenneth Rice, *chief engineer*

Rates: Class A one hour live $240, film $200. Minute spot live $45, film $40. ID rate $20.

Parkersburg: WTAP

Ch. 15. Owned by Zanesville Publishing Company. Address: 121 West 7th st. Phone: HUdson 5-4589. Authorized eff. rad. pow.: visual 19.5 kw, aural 9.45 kw. Operating pow.: visual 19.5 kw, aural 9.45 kw. Networks: NBC (prim.), CBS, ABC. Am station WHIZ Zanesville. Began operating November 11, 1953. Interconnected.

Representatives: National John E. Pearson Television, Inc., Washington attorney Robert F. Jones, consulting engineers Lohnes & Culver.

Stockholders: Zanesville Publishing Company (100%). (See WHIZ-TV Zanesville, Ohio for details.)

Executives:
Clay Littick, *president*

CONCENTRATION pays off..!

It certainly does when you focus on your prospects through the *one* medium that consistently kindles action in our four-billion-dollar Industrial Heart of America.

Tri-State Appliance Company, distributor of Temco heating equipment, found out! After using WSAZ-TV – along with newspapers and radio, too – for four years, this advertiser saw the major share of its sales consistently developing from television.

So, starting last September, Tri-State Appliance's *entire* advertising budget went to WSAZ-TV – and *only* WSAZ-TV – for a concentrated campaign of eight spots each week.

That was all it took to touch off a blaze of results. *"Because of this concentrated advertising,"* says Tri-State's general manager, *"we experienced a 100% increase in our sales over the like period of the previous year."* Dealers are delighted. Same type of campaign planned for Fall, 1956.

No need for us to be modest. Similarly warm praise comes from many advertisers who know how WSAZ-TV can light a fire under their sales in its 101 rich counties. Spark some results for yourself by calling the nearest Katz office.

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK

WSAZ

TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
represented nationally by The Katz Agency

STATIONS: W. VA.-WIS.

Allan Land, *general manager*
Milton F. Komito, *station manager*
John Perry, *program director*
William Hunt Sr., *chief engineer*
Ed Fisher, *film buyer* (WHIZ-TV)

Services: News UP, AP Photofax. Live studios, number 1, size of largest 50′ x 50′, number live cameras 1. Remote equipment: 1 16 mm bolex film camera.

Film & ID: 2 16 mm film projectors; 1 2x2 Gray slide projector, 27/32x1⅓. Film should be sent to John Drum. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $150, film $150. Minute spot live $25, film $25. ID rate $12.50.

Wheeling: WTRF-TV

Ch. 7. Owned by Tri-City Broadcasting Company. Address: 1329 Market st. Phone: WHeeling 1177. Authorized eff. rad. pow.: visual 316 kw, aural 180 kw. Operating pow.: visual 316 kw, aural 180 kw. Networks: NBC (prim.), ABC. Began operating October 1953. Interconnected.

Representatives: National George P. Hollingbery Co., Washington attorneys Barnes & Neilson, consulting engineer John A. Moffet.

Stockholders: Thomas M. Bloch, president (6.7%); Robert W. Ferguson, vice president (6%); Albert V. Dix, vice president (22.6%); Gordon C. Dix, secretary-treasurer (7.3%); News Publishing Co. (30%); Betty Bloch Harris (6.7%); Jesse A. Bloch estate (16.7%). Thomas M. Bloch & Betty Bloch Harris: co-executors.

Executives:
Thomas M. Bloch, *president*
Robert W. Ferguson, *executive vice president & general manager*
H. Needham Smith, *sales manager*
By Williams, *program director*
Howard Daubenmeyer, *chief engineer*
Greg Van Camp, *promotion director*
George Diab, *news director & sports director*
Gary Vorhees, *assistant program director & production manager*
Wesley Manley, *farm director*
Cyril Ackermann, *regional sales manager*
Al Jones, *merchandising director*
Cookie Edwards, *women's director*
Fred Baker, *assistant chief engineer*
Don Murdock, *continuity director*
Bill Ney, *film manager*
Robert McFarland, *studio & control technical supervisor*
Edwin Johnston, *public service director*

Services: News UP, Facsimile, Movietone News. Live studios, number 1, size of largest 40′ x 60′, number live cameras 2. Remote equipment: sync, generator, number remote cameras 2 chains.

Film & ID: 2 16 mm RCA TP-6 film projectors; 1 Gray Telejector. Film should be sent to Bill Ney. Film required 48 hrs. before telecast; slides 24 hrs., artwork 24 hrs. Film editing services, Morse-Du Pont 931, 16 mm.

Color Equipment: network.

Rates: Class A one hour live $600, film $500. Minute spot live $120, film $100. ID rate $45.

WISCONSIN

Eau Claire: WEAU-TV

Ch. 13. Owned by Central Broadcasting Co. Address: 2415 S. Hastings way. Phone: TEmple 2-3474. Authorized eff. rad. pow.: visual 144 kw, aural 72.4 kw. Operating pow.: visual 144 kw, aural 72.4 kw. Networks: NBC, ABC. Am & fm stations WEAU. Began operating December 17, 1953.

Representatives: National George P. Hollingbery Co., Washington attorneys Scharfeld & Baron.

Stockholders: Elizabeth B. Murphy (40%); Eau Claire Press Company (24⅓%); W. C. Bridges, president (18⅔%); M. B. Atkinson, vice president (⅔%); Morgan Murphy, secretary-treasurer (14⅓%); Frances H. Lavine (2%).

Executives:
Walter C. Bridges, *president*
Leo Howard, *general manager*
Wayne McNulty, *promotion manager*
T. O. Jorgenson, *chief engineer*

Color Equipment: network.

Rates: Class A one hour live $325, film $250. Minute spot live $65, film $50. ID rate $25.

Green Bay: WBAY-TV

Ch. 8. Owned by Norbertine Fathers. Address: 115 S. Jefferson st. Phone: HEmlock 2-3331. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Networks: CBS (prim.). Am station WBAY. Began operating March 17, 1953.

Representatives: National Weed Television Corp., regional Harry S. Hyett (Minneapolis), Washington attorneys Hogan & Hartson, consulting engineer George C. Davis.

Stockholders: Norbertine Fathers (100%) (St. Norbert College). Rev. S. M. Killeen, president.

Executives:
Haydn R. Evans, *general manager*
Burke Farquhar, *station manager*
Robert C. Nelson, *sales manager*
Jim Krause, *film director*
Bob Parker, *farm director*
Robert M. Meister, *promotion manager*
Don C. Wright, *news editor*

Color Equipment: network.

Rates: Class A one hour live $400. Minute spot live $80. ID rate $40.

Green Bay: WFRV-TV

Ch. 5. Owned by Valley Telecasting Company. Address: Bellin bldg. Phone: Hemlock 7-5411. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: ABC (prim.), CBS. Am station WNAM Neenah. Began operating June 1, 1955. Interconnected.

Representatives: National Headley-Reed TV, Washington attorneys McKenna & Wilkinson, consulting engineer Walter Kean.

Stockholders: Samuel N. Pickard (48.5%); Clayton Ewing, president (10.9); Reinhold D. Molzow (1.2%); Dorthea W. Pickard (2.6%); Manufacturers Bank (4.8%), as trustee for S. N. Pickard charitable trust; George Nau Burridge (10.9%); F. J. Lenfestey (5.8%); Robert Brebner (4.5%); 11 others, none with more than 1.5%.

Executives:
Clayton Ewing, *president*
Soren H. Munkhof, *vice president & general manager*
Ward Gage, *sales manager*
Robert Kranz, *program director*
Harry Hill, *chief engineer*
Warren Rhyner, *news director*
Ted Moore, *sports director*

Services: News UP. Live studios, number 2, size of largest 42′ x 62′, number live cameras 3.

Film & ID: 3 16 mm film projectors. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate $30.

Green Bay: WMBV-TV (See Marinette)

La Crosse: WKBT

Ch. 8. Owned by WKBH Television, Inc. Address: 141 South Sixth st. Phone: 2-4678. Authorized eff. rad. pow.: visual 251 kw, aural 100 kw. Operating pow.: visual 251 kw, aural 100 kw. Networks: CBS (prim.), NBC, ABC. Am station WKBH. Began operating August 1, 1954. Interconnected.

Representatives: National H-R Television, Inc., regional Harry Hyett (Minneapolis), Washington attorneys Dow, Lohnes & Albertson, consulting engineers Jansky & Bailey.

Stockholders: La Crosse Tribune (41%); WKBH, Inc. (controlled by Howard Kenneth Dahl) (40%); Howard Dahl (9%); and the following each owning 2%: Charles D. Gellat, Allan Schilling, Ray Ping, Runge Sletten, Orval Nelson.

Executives:
Howard Dahl, *president & general manager*
Robert Z. Morrison Jr., *commercial manager*
Raymond Skaran, *program director*
Alvin Leeman, *chief engineer*

Services: News AP. Live studios, number 1, size of largest 40′ x 60′, number live cameras 1.

Film & ID: 2 16 mm film projectors; 2x2 slide projectors. Film should be sent to Film Director. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs.

Rates: Class A one hour live $390, film $300. Minute spot live $65, film $60. ID rate film $30.

Madison: WISC-TV

Ch. 3. Owned by Radio Wisconsin, Inc. Address: 114 North Carroll. Zone 3. Phone: ALpine 7-2588. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Am station WISC. Began operating June 24, 1956. Interconnected.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Scharfeld & Baron, consulting engineers Jansky & Bailey.

Stockholders: H. Kenneth Harley (5%); Ralph M. Immell (17.5%); George Johnson (5%); Morgan Murphy (15.2%); Russell Nelson (5%); Ralph O'Connor (5%); Harry Sauthoff (12.5%); Superior Evening Telegram (34.8%).

Executives:
Ralph M. Immell, *president*
Ralph O'Connor, *general manager*
Richard S. Nickeson, *sales manager*
Richard P. Kepler, *operations director*
Walter Hariu, *chief engineer*
Roger Grimsby, *news director*
Bill Groves, *farm director*
Bud Miller, *sports director*

Services: News UP, Facsimile. Live studios, number 2, size of largest 30' x 50', number live cameras 3. Remote equipment: on request.

Film & ID: 2 b&w 16 mm, 2 color 16 mm film projectors; 2 b&w, 2 color slide projectors, 2x2 tape or metal mounted, safe area: ⅞x⅞. Film should be sent to Operations Desk. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network, film, slides. RCA V-3 color equipment.

Rates: Class A one hour live $425, film $425. Minute spot live $85, film $85. ID rate $42.50.

Madison: WKOW-TV

Ch. 27. Owned by Monona Broadcasting Company. Address: 215 West Washington ave. Zone 3. Phone: Business office: AL 7-2261; Studios: CE 3-5329. Authorized eff. rad. pow.: visual 200 kw, aural 87 kw. Operating pow.: visual 200 kw, aural 87. Networks: ABC (prim.). Am station WKOW. Began operating July 7, 1953. Interconnected.

Representatives: National Headley-Reed TV, Washington attorneys Fly, Shuebruk, Blume & Gaguine, consulting engineers Walter F. Kean.

Stockholders: Stewart Watson, president (12%); E. B. Rundell, vice president (8.7%); George W. Icke, vice president (6%); E. C. Severson, treasurer (11%); B. W. Hulskamp, secretary (8%); Otto Sanders (6.1%); Theodore J. Pankow (6%); J. Raiman Feldman (5.4%); several others, each owning less than 5%.

Executives:
Stewart Watson, *president*
Ben F. Hovel, *general manager*
Clark Hogan, *program director*
Cloren Smith, *chief engineer*
Roy Gumtow, *farm director*
Luella Mortenson, *women's director*
John Schermerhorn, *sports director*
Bill Harman, *film director*

Services: News UP. Live studios, number 2, size of largest 32'x52', number live cameras 2.

Film & ID: 2 16 mm film projectors; 1 projectall slide projector, 3x4 opaques, 2x2 slides. Film should be sent to Bill Harman. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Color Equipment: network.

Rates: Class A one hour live $250, film $250. Minute spot live $50, film $50. ID rate $25.

Madison: WMTV

Ch. 33. Owned by Bartell Television Corp. Address: West Belt Line hwy. Phone: CEdar 3-5381. Authorized eff. rad. pow.: visual 209 kw, aural 1,000 kw. Operating pow.: visual 12.5 kw, aural 6.3 kw. Networks: NBC (prim.), ABC. Began operating July 19, 1953. Interconnected.

Representatives: National The Bolling Co., Inc., Washington attorneys Samuel Miller, consulting engineer Ralph E. Evans.

Stockholders: Gerald A. Bartell, president (33.66%); David Bartell, vice president (33.66%); Lee Bartell, secretary (30.12%); Morton J. Wagner, treasurer (.11%); Earl W. Fessler, director (.11%); Robert Arthur, director (.11%).

Executives:
Gerald A. Bartell, *president & general manager*
Peter P. Theg, *commercial manager*
Wanda Montz, *program director*
L. Stanley Sadler, *chief engineer*
Ray Stanley, *news director*
Beverly Stark, *women's director*
Bill Lister, *sports director*

Services: News UP. Live studios, number 3, size of largest 35'x55', number live cameras 2. Remote equipment: 1 chain, number remote cameras 1.

Film & ID: 2 16 mm film projectors; 1 2x2 slide projector. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Complete film editing services.

Color Equipment: network.

Rates: Class A one hour live $336, film $280. Minute spot live $67.20, film $56. ID rate $28.

Marinette: WMBV-TV (Green Bay)

Ch. 11. Owned by Guild Films Company, Inc. Address: Madison & Cherry sts. Phone: 2-6631. Authorized eff. rad. pow.: visual 234 kw, aural 132 kw. Operating pow.: visual 234 kw, aural 132 kw. Networks: NBC (prim.). Am station WMAM. Began operating September 10, 1954.

Representatives: National Venard, Rintoul & McConnell, Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers A. D. Ring & Assoc.

Stockholders: Guild Films Company, Inc. (100%).

Executives:
Reub Kaufman, *president*

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Television Age

444 Madison Ave., New York 22, N. Y.

Patrick Kehoe, *program director & film buyer*
Alister Alexander, *chief engineer*
Wallace N. MacBriar Jr., *promotion manager*
Thomas J. Reading, *news editor*

Rates: Class A one hour live $290, film $250. Minute spot live $55, film $50. ID rate $25.

Milwaukee: WISN-TV

Ch. 12. Owned by Radio division, Hearst Corp. Address: 710 N. Plankinton. Zone 1. Phone: BRoadway 1-4644. Authorized eff. rad. pow.: visual 316 kw, aural 158 kw. Operating pow.: visual 316 kw, aural 158 kw. Networks: ABC (prim.). Am station WISN. Began operating October 27, 1954.

Representatives: National Edward Petry & Co., Inc., Washington attorneys Dempsey & Koplovitz, consulting engineers A. Earl Cullum Jr.

Stockholders: Hearst Corporation (100%). C. B. McCabe, executive director.

Executives:
John B. Soell, *general manager*
R. E. (Dick) Shireman, *local sales (tv & radio)*
Mel Quinn, *program director*
Lionel Wittenberg, *chief engineer*
Don O'Connor, *news director*
Milt Brandl, *farm director*
Trudy Beilfuss, *women's program*
Bob Forte, *sports director*
Lou Riepenhoff, *promotion-publicity director*
Carl Vogt, *merchandising director*
Ann Fitzsimmons, *film director*
Baylen H. Smith, *production director*
Joseph Sergio, *business manager*

Services: News AP radio wire, UP radio wire, INS, local newsreel motion picture crew. Live studios, number 3, size of largest 30′ x 40′, number live cameras 5. Remote equipment: microwave, number remote cameras 3-camera chain.

Film & ID: 4 16 mm film projectors; standard 2x2 slide projectors. Film should be sent to Film Department—Ann Fitzsimmons. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; news film, 16 mm.

Color Equipment: network, film, slides.

Rates: Class A one hour live $800, film on request. 20 sec. spot $160. ID rate $60.

Milwaukee: WITI-TV (Whitefish Bay)

Ch. 6. Owned by Independent Television, Inc. Address: P.O. Box 641. Zone 1. Phone: FLagstone 2-6600. Authorized eff. rad. pow.: visual 100 kw, aural 64 kw. Operating pow.: visual 100 kw, aural 64 kw. Began operating May 21, 1956.

Representatives: National The Branham Co., Washington attorneys Roberts & McInnis.

Stockholders: Jack Kahn (33.2%); Lawrence Fleischman (11.7%); Robert K. Straus (10%); Arthur Fleischman (11.7%); Stanley Glen (10%); Max Osnos (10.56%); Sol J. Kahn (7%); William A. Roberts (5.84%).

Executives:
Sol J. Kahn, *president*
J. I. Meyerson, *general manager*
J. G. (Sandy) Sandison, *sales manager*
Dean McCarthy, *program director*
Lee Dolnick, *promotion director*

Services: News UP. Live studios, number 2, size of largest 53′ x 35′, number live cameras 2 Vitascan color.

Film & ID: 2 color 16 mm film projectors; 2x2 glass mounted slide or 35 mm transparency slide projectors. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services.

Color Equipment: live, film, slides. All live programs telecast in color at no extra charge.

Rates: Class A one hour live $500, film $500. Minute spot live $100, film $100. ID rate $50.

Milwaukee: WTMJ-TV

Ch. 4. Owned by The Journal Company. Address: 720 E. Capitol Drive. Zone 1. Phone: BRoadway 1-6000. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 13.5 kw, aural 7.13 kw. Networks: NBC (prim.). Am station WTMJ. Began operating December 3, 1947. Interconnected.

Representatives: National Harrington, Righter & Parsons, Inc., Washington attorneys Hogan & Hartson.

Stockholders: The Journal Co. (Milwaukee Journal).

Executives:
Walter J. Damm, *vice president & general manager of tv and radio, The Journal Company*
George Comte, *stations manager*
Robert Heiss, *assistant manager*
N. V. Bakke, *sales manager*
Sprague Vonier, *program manager*
Phillip B. Laeser, *chief engineer am & tv*
Jack Krueger, *news director*
Bill Hoeft, *farm director*
Beulah Donahue, *women's director*
Breta Griem, *home economics director*
L. W. Herzog, *research & development coordinator*
James Fitzgerald, *film editor*
Bruce Wallace, *promotion manager*
Wendell Palmer, *continuity director*

Services: News UP facsimile, AP wire. Live studios, number 5, size of largest 31′ x 54′ x 26′, number live cameras 9. Remote equipment: 1 RCA remote truck, 3 microwave links, number remote cameras 4 (of above 9).

Film & ID: 3 16 mm film projectors; 2 slide projectors, slide safety area: 1 (wide) x ¾ (high); 1 balop camera. Film should be sent to spot films: Wendell Palmer, Continuity Manager; feature films: James Fitzgerald, Supervisor TV Film Department. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Simple editing and splicing only.

Color Equipment: network, live, film, slides. 1 live color camera.

Rates: Class A one hour live $1,150, film $1,150. 30 second spot live $300, film $300. ID rate $80.

Milwaukee: WXIX

Ch. 19. Owned by Columbia Broadcasting System, Inc. Address: 5445 North 27th st. Zone 9. Phone: UPtown 3-1919. Authorized eff. rad. pow.: visual 263 kw, aural 143 kw. Operating pow.: visual 263 kw, aural 143 kw. Networks: CBS (prim.). Began operating February 27, 1955.

Representatives: National CBS Television Spot Sales.

Stockholders: Columbia Broadcasting System, Inc. (100%).

Executives:
Edmund C. Bunker, *general manager*
Theodore F. Shaker, *general sales manager*
Robert H. Van Roo, *promotion & publicity director*
Leon Drew, *program director*
Arthur F. Schoenfuss, *director of operations*
Jerry Dunphy, *news director*
J. Lathrop Viemeister, *business manager*
S. M. Rosenman, *production manager*

Services: News UP, AP, CBS News Film, Local Film, Direct Weather Wire. Live studios, number 2, size of largest 60′ x 58′, number live cameras 5. Remote cameras available.

Film & ID: 2 16 mm film projectors; 2 20 sec./1 min. 2x2 slide projectors; shared ID: ¾ area for announcement, ¼ for station logo. Film should be sent to Trudi Johnston, Traffic Manager. Film required 5 days before telecast; slides 5 days. Saturdays and Sundays not included. Film editing services, 16 mm.

Color Equipment: network.

Rates: Class AA one hour live quoted only on request, film $800. Minute spot live on request, film $150. ID rate $62.50.

Superior: KDAL-TV (See Duluth, Minn.)

Superior: WDSM-TV (See Duluth, Minn.)

Wausau: WSAU-TV

Ch. 7. Owned by Wisconsin Valley Television Corp. Address: 714 5th st. Phone: 2-1021. Authorized eff. rad. pow.: visual 100 kw, aural 60.3 kw. Operating pow.: visual 100 kw, aural 60.3 kw. Networks: CBS (prim.), NBC, ABC. Am station WSAU. Began operating October 24, 1954. Interconnected.

Representatives: National Meeker TV, Inc., regional Harry Hyett Co., Minneapolis, Washington attorneys McKenna & Wilkinson, consulting engineers Walter F. Keane.

Stockholders: Charles Lemke (25%); Wausau Record-Herald (25%); Wisconsin Rapids Tribune (12.5%); 6.25% being held by Radio WFHR; Antigo Journal (8.36%), 4.18% being held by Radio WATK; Marshfield News-Herald (12.5%); Rhinelander News (8.39%); Merrill Herald (8.32%).

Executives:
John C. Sturtevant, *president*
George T. Frechette, *vice president & general manager*
Richard D. Dudley, *assistant general manager & commercial manager*
Bart Kellnhauser, *program director*

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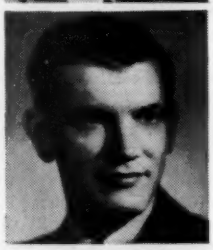

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Roland W. Richardt, *chief engineer*
Walter John Chilsen, *news director*
Buck Leverton, *farm director*
Lolita Woodard, *women's director*
George Bundner, *sports director*
Dan Ziebell, *film director*

Services: News AP, UP. live studios, number 2, size of largest 40' x 40', number live cameras 2.

Film & ID: 2 RCA 16 mm film projectors; 1 35 mm 2x2 slide projectors. Film should be sent to Dan Ziebell, Film Director. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services, 16 mm optical and magnetic sound.

Rates: Class A one hour live $300, film $300. Minute spot live $60, film $60. ID rate ½ spot rate.

WYOMING

Cheyenne: KFBC-TV

Ch. 5. Owned by Frontier Broadcasting Co. Address: 2923 E. Lincolnway. Phone: 4-4461. Authorized eff. rad. pow.: visual 100 kw, aural 50.1 kw. Operating pow.: visual 100 kw, aural 50.1 kw. Networks: CBS, NBC, ABC. Am station KFBC. Began operating March 2, 1954.

Representatives: National George P. Hollingbery Co., regional John L. McGuire & Co. (Denver), Washington attorneys Koteen & Burt.

Stockholders: Robert S. McCraken, president; W. A. Corsan, vice president (12.8%); O. B. Koerfer, secretary (2.56%); Wm. C. Grove (13%); A. E. Stoddard (6.19%); Tracy S. McCraken (4.42%); Lillian D. McCraken (4.42%); F. H. Ricketson Jr. (4.45%); Raymond F. List (3.69%); D. E. Woodson (3.29%); Cheyenne Newspapers, Inc. (38.82%); 7 others, none owning as much as 2%. Parent station of satellite KSTF Scottsbluff, Neb.

Executives:
Robert S. McCraken, *president*
William C. Grove, *general manager & chief engineer*
Charles P. Cahill, *commercial manager*
Kirk H. Knox, *news director*
Joyce Pratt, *program director*
Bill Brach, *promotion manager*

Color Equipment: network.

Rates: Class A one hour live $195, film $150. Minute spot live $39, film $30. ID rate $15.

ALASKA

Anchorage: KENI-TV

Ch. 2. Owned by Midnight Sun Broadcasting Co. Address: Box 939. Phone: 5-2201. Authorized eff. rad. pow.: visual 5.37 kw, aural 2.69 kw. Operating pow.: visual 5.37 kw, aural 2.69 kw. Networks: NBC, ABC. Am station KENI. Began operating October 16, 1953.

Representatives: Regional James C. Fletcher Jr. (New York); Del Day (West Coast), Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineer Charles Gray.

Stockholders: Lathrop Company—stock voted by Harry J. Hill, president—(73.6%); Richard R. Rollins (19.09%); 11 others. Midnight Sun officers: A. G. Cooley, president; Miriam Kinsey, vice president; A. O. Bramstedt, secretary-treasurer & general manager.

Executives:
Austin G. Cooley, *president*
Alvin O. Bramstedt, *general manager*
James Duncan, *sales manager*
Robert Capstick, *program director*
Richard Randlett, *production manager*
Charles Gray, *chief engineer*
Barbara Harrison, *promotion manager*
Ty Clark, *news editor*

Rates: Class A one hour live $195, film $150. Minute spot live $33, film $30. ID rate $15.

Anchorage: KTVA

Ch. 11. Owned by Northern Television, Inc. Address: 4th & Denali sts. Phone: 5-4321, 2-2101. Authorized eff. rad. pow.: visual 3.22 kw, aural 1.61 kw. Operating pow.: visual 3.22 kw, aural 1.61 kw. Networks: CBS (prim.). Began operating December 11, 1953.

Representatives: National Alaska Radio TV Sales, Washington attorneys Miller & Schroeder, consulting engineers Jack M. Walden.

Stockholders: A. G. Hiebert, president (27.63%); Jack M. Walden, vice president (6.76%); B. J. Gottstein, treasurer (4.17%); Wm. J. Wagner, vice president (6%); M. B. Kirkpatrick, secretary (4.17%); over 20 others, none owning as much as 5%.

Executives:
A. G. Hiebert, *president & general manager*
Merrill Mael, *program director*
Jack M. Walden, *chief engineer*
Bob Baker, *news director*
Audrey Davies, *women's director*

Services: News CBS Newsfilm. Live studios, number 1, size of largest 40' x 60', number live cameras 1. Remote equipment: 16 mm film only, Cine Voice Auricon SOF, Bell & Howell 70 DL silent.

Film & ID: 2 GE Synchrolite Deluxe film projectors; 35 mm Selectroslide slide projector, 3¼x4¼ Balops. Film should be sent to Film Editor, KTVA, Box 2200. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services; reversal, Bridgematic Senior.

Rates: Class A one hour live $200, film $150. Minute spot live $30, film $38.50. ID rate $15.

Fairbanks: KFAR-TV

Ch. 2. Owned by Midnite Sun Broadcasting Co. Address: Lathrop bldg. Phone: 2126. Authorized eff. rad. pow.: visual 5.37 kw, aural 2.69 kw. Operating pow.: visual 5.37 kw, aural 2.69 kw. Networks: ABC, NBC. Am station KFAR. Began operating March 1, 1955.

Representatives: National James C. Fletcher Jr., Washington attorneys, Fisher, Wayland, Duvall & Southmayd.

Stockholders: Lathrop Co. (74.99%); Richard Rollins (19.09%).

Executives:
Harry Hill, *president*
Alvin O. Bramstedt, *general manager*
Don McCune, *station manager*
Bob Johnson, *commercial manager*
John Miller, *program director*
Charles M. Gray, *chief engineer*
Mirem Kinsey, *film buyer*
Don Bullock, *news editor*

Services: News AP. Studios, number 1, size of largest 15' x 30', number live cameras 1 RCA camera chain.

Film & ID: 1 RCA film camera; 2 16 mm RCA film projectors; 1 Gray slide projector; 1 Gray Telop opaque projector.

Rates: Class A one hour live $150, film $150. Minute spot live $30, film $30. ID rate $15. KENI-TV, KFAR-TV combination rate double single station rate less 15%.

ALASKA

Fairbanks: KTVF

Ch. 11. Owned by Northern Television, Inc. Address: 3rd ave. & Lacey st. Phone: 3636, 2468. Authorized eff. rad. pow.: visual 11.1 kw, aural 5.5 kw. Operating pow.: visual 11.1 kw, aural 5.5 kw. Networks: CBS (prim.). Began operating February 17, 1955. Non-interconnected.

Representatives: National Alaska Radio TV Sales, Inc., Washington attorneys Miller & Schroeder, consulting engineers Jack M. Walden.

Stockholders: Same as KTVA Anchorage.

Executives:
A. G. Hiebert, *president*
Walter A. Welch, *general manager & news director*
John A. Griffin, *commercial manager & sports director*
Joan Bovee, *program director*
Siegbert D. O. Busch, *chief engineer*

Services: News CBS Newsfilm, AP wire service. Live studios, number 1, size of largest 17½' x 24', number live cameras 1.

Film & ID: 2 16 mm film projectors; Balop projector, 3¼x4, working area: 2¼x3; 1 Selectroslide slide projector, 2x2 tape or metal mounted (tape preferred). Film should be sent to Walt Welch. Film required 72 hrs. before telecast; slides 72 hrs., artwork 72 hrs. Film editing services.

Rates: Class A one hour film $135. Minute spot film $27. ID rate $13.50.

Juneau: KINY-TV

Ch. 8. Owned by Alaska Broadcasting System, Inc. Address: 830 Securities bldg., Seattle. Zone 1. Phone: SEneca 6333. Authorized eff. rad. pow.: visual .263 kw, aural .132 kw. Operating pow.: visual .263 kw, aural .132 kw. Networks: CBS (prim.). Am station KINY. Began operating February 19, 1956.

Representatives: National Alaska Radio-TV Sales, Inc., Washington attorney Philip M. Baker, consulting engineers A. D. Ring & Assoc.

Stockholders: William J. Wagner, presi-

dent (97.75%); Irene F. Wagner, vice president (2.245%); Alma Lee Wilson, secretary-treasurer (.005%).

Executives:
William J. Wagner, *president & general manager*
J. W. McKinley, *station manager*
Irene F. Wagner, *program manager*
Verne Metcalf, *sales manager*
Richard Peter, *production manager*
William Partee, *chief engineer*
Irving W. Lusk, *promotion manager*

Rates: Class A one hour live $60, film $60. Minute spot live $12. film $12. ID rate $7.20.

HAWAII

Hilo: KHBC-TV

Ch. 9. Satellite of KGMB-TV Honolulu.

Honolulu: KGMB-TV

Ch. 9. Owned by Hawaiian Broadcasting System, Ltd. (Parent station of KHBC-TV Hilo and KMAU Wailuku). Address: 1534 Kapiolani blvd. Zone 14. Phone: 92011. Authorized eff. rad. pow.: visual 105 kw, aural 63.1 kw. Operating pow.: visual 10 kw, aural 6 kw. Networks: CBS (prim.). Am station KGMB, KHBC. Began operating December 1, 1952.

Representatives: National Peters, Griffin, Woodward, Inc., Washington attorneys Fisher, Wayland, Duvall & Southmayd, consulting engineers Vandivere, Cohen & Wearn.

Stockholders: Consolidated Amusement Co. Ltd. (68.72%); Honolulu Star-Bulletin Ltd. (24.55%); Church of Jesus Christ of Latter Day Saints (Mormon) (6.73%). Licensee also owns KHBC-am-TV Hilo and KMAU Wailuku.

Executives:
J. Howard Worrall, *president*
C. C. Crockett, *local sales manager*
Melvin B. Wright, *national sales executive & station manager*
Robert Costa, *tv & am program director*
Daniel O. Hunter, *tv & am chief engineer*
Wayne Collins, *tv news director*
John Quinlan, *promotion director*
K. C. Wong, *treasurer*
Frank Valenti, *tv & am sports director*
Torkel Westly, *controller*

Services: News UP. Live studios, number 2. size of largest 40′ x 100′, number live cameras 4. Remote equipment: completely equipped for remotes, number remote cameras 2.

Film & ID: 2 16 mm cameras for film and sound; 2 16 mm film projectors; 2 35 mm slide projectors. Film should be sent to Robert O. Costa, Program Manager & Film Buyer. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour film $350. Minute spot film $75. 10 sec. ID rate $37.50, 20 sec. $65.

Honolulu: KONA

Ch. 2. Owned by Radio Honolulu, Ltd. Address: 206 Koula st. Zone 13. Phone: 6-2366. Authorized eff. rad. pow.: visual 60 kw, aural 30 kw. Networks: NBC (prim.). Began operating November 7, 1952. Non-interconnected.

Representatives: National NBC-TV Spot Sales, Washington attorneys Kirkland, Martin, Fleming, Green, Martin & Ellis, consulting engineers Commercial Radio Equipment Co.

Stockholders: John L. Keating (25%); Elroy McCaw (25%); Honolulu Advertiser (50%).

Executives:
John D. Keating, *president & general manager*
James W. Spencer, *national sales manager*
James Gunn, *local sales manager*
Lawrence Trombly, *chief engineer*

Services: Live studios, number 1, number live cameras 2.

Film & ID: 2 16 mm film projectors; slide projectors, 2x2 tape mounted (preferred), safe viewing area: $^{5}/_{8}$ x $^{29}/_{32}$. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; station can produce 10, 20 or 60 sec. double system sound film spots.

Rates: Class A one hour live $472.50, film $350. Minute spot live $101.25, film $75. ID rate $37.50. These rates include KMVI-TV Wailuku, Maui—satellite of KONA.

Honolulu: KULA-TV

Ch. 4. Owned by Television Corporation of America. Ltd. Address: 1290 Ala Moana blvd. Phone: 6-3666. Authorized eff. rad. pow.: visual 26.3 kw, aural 13.2 kw. Operating pow.: visual 5 kw. aural 2.5 kw. Networks: ABC (prim.). Am station KULA. Began operating April 16, 1954. Non-interconnected.

Representatives: National Young Television Corp., Washington attorneys Haley, Doty & Wollenberg, consulting engineers Kear & Kennedy.

Stockholders: Jack Burnett (25%); Albert Zugsmith (25%); Arthur B. Hogan (25%); Richard C. Simonton (25%).

Executives:
Richard C. Simonton, *president*
Jack Burnett, *executive vice president & general manager*
M. Franklyn Warren, *vice president & general sales manager*
Art Sprinkle, *television sales manager*
Bob Sevey, *program director & sports director*
Ronald Miyahira, *chief engineer*
Wright Esser, *news director*
Jeanette Murai, *women's director*

Services: News AP. Live studios, number 1, size of largest 40′ x 70′, number live cameras 2.

Film & ID: 16 mm Du Mont Multi-Scanner film pro'ectors; Standard 2x2 slide projectors, metal bound, transparencies, 4x5 opaques. Film should be sent to Operations Desk. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $300, film $250. Minute spot live $60, film $50. ID rate $25.

Wailuku: KMAU

Ch. 3. Satellite of KGMB-TV Honolulu.

STATIONS: HAW.-GUAM.P- R.

Wailuku: KMVI-TV

(Semi-satellite of KONA Honolulu)
Ch. 12. Owned by Maui Publishing Company, Ltd. Address: Box 374. Phone: 33-981. Authorized eff. rad. pow.: visual 30.2 kw, aural 15.1 kw. Operating pow.: visual 30.2 kw, aural 15.1 kw. Networks: NBC (prim.). Am station KMVI. Began operating November 28, 1955.

Representatives: National NBC Spot Sales, Washington attorneys Dow, Lohnes & Albertson, consulting engineer Lawrence Trombley.

Stockholders: J. Walter Cameron, president (41.7%); Maui Pineapple Company, Ltd. (41.267%); Kahului Railroad Company (8.4%); H. P. Baldwin, Ltd. (3.7%); Merryl C. Shaver, secretary-treasurer (.83%); F. F. Baldwin (.1%); W. J. Lanquist (.333%).

Executives:
J. Walter Cameron, *president*
Ezra J. Crane, *general manager*
Richard E. Mawson, *manager*
Frank Kovacic, *sales manager*
George Tam, *chief engineer*
W. J. Belknap, *promotion manager*

Sold in combination with KONA Honolulu from where programs originate. KMVI-TV originates only slide commercials with audio.

GUAM

Agana: KUAM-TV

Ch. 8. Owned by Radio Guam. Address: P.O. Box 68. Phone: 72-365. Authorized eff. rad. pow.: visual 434 kw, aural 217 kw. Operating pow: visual 434 kw, aural 217 kw. Networks: NBC (prim.), CBS. Began operating August 5, 1956.

Representatives: National Young International, Ltd. Washington attorneys Kreiger & Jorgensen, consulting engineers Jay Tapp.

Stockholders: Harry M. Engel Jr.; William B. Duce; John P. Hearne; Phil Berg.

Executives:
Harry M. Engel Jr., *president*
H. Richard Maguire, *resident manager*
Donald C. Brown, *operations manager*
Madeleine Bordallo, *program director*
James O. Long, *technical director*
Edgar Olson, *news director*
Stu Rider, *sports director*

Services: News INS, AP. Live studios, number 1, size of largest 32′ x 40′, number of live cameras 1.

Film & ID: 2 Bell & Howell 16mm film projectors, optical or magnetic sound. Film should be sent to H. Richard Maguire. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs.

Rates: Class A one hour live $120, film $120. Minute spot live $24, film $24. ID rate $12.

PUERTO RICO

Mayaguez: WORA-TV

Ch. 5. Owned by Supreme Broadcasting Co., Inc. of Puerto Rico. Address: Darlington bldg., P.O. Box 43. Phone: 1150 & 1151.

Advertising Agencies of the United States

(Complete with executive titles and full breakdown of Media department including timebuyers. For abbreviations see page 4)

ADCO, Inc.

3615 Ingersoll Ave., Des Moines 12, Iowa. 8-6539. Roger Johnson, *pres.;* Edward I. Frankel, *exec. v.p. & treas.;* William W. Morgan, *gen. mgr.;* Paul Lem, *v.p., art dir. & prod. mgr.;* Walter Brown, *sec.;* Wayne Crew, *tv & rad. dir.;* Al Grund, *publ. dir. A. e.'s:* Roger Johnson, Edward I. Frankel, Paul Lem, William W. Morgan, Al Grund, Wayne Crew.

AHP Advertising Agency

318 Market St., Newark 2, N. J. Mitchell 2-5475. J. J. Pinkus, *pres., space & tb.*

A.M.S. Advertising Co., Inc.

40 E. 19th St., N. Y. 3.

A-One Advertising

815 Jefferson Tower, Dallas 8, Tex. Whitehall 2-2712. R. L. Smith, *o.;* Lee Stamps, *auditor. A. e.'s:* C. H. Smith, M. F. Smith.

APG Associates

60 Rossiter Ave., Yonkers, N. Y. Yonkers 5-4120. A. P. Gavasci, *o.;* Alberto Gavasco, *art dir.;* Rachele Gavasci, *mgr.;* August A. Gavasci, *cpy.*

A. W. Advertising, Inc.

6 East 39th St., N. Y. 16. Murray Hill 4-3320. Bliss Woodward, *pres.;* Helen M. Woodward, *sec.;* Alma Woodward, *treas. & cpy. chf.;* Bliss Woodward, *a.e.*

Media Dept.: Bliss Woodward, *dir., space b. (mag) & rad. tb.;* Frances Barkan, *space b. (news).*

Aarons, Sill and Caron, Inc.

Architects Bldg., Detroit 1, Mich. Temple 1-3515. Harold Aarons, *pres., treas & a.e.;* John T. Bostwick, *v.p.;* V. E. Sutfin, *sec., prod. mgr., rad. dir.*

Media Dept.: V. E. Sutfin, *space b. & rad. tb.*

Abramson, Ervin R. Advertising

757 N. Broadway, Milwaukee 2, Wis. Broadway 2-2490. Ervin R. Abramson, *pres.;* R. Bussler, *art dir. A. e.'s:* Raymond B. Thomas, Wm. Siefert, Stuart Rav.

Accurate Advertising Agency, Inc.

9 West 60th St., N. Y. 23. Circle 7-3880. Sherman W. Minsley, *pres.;* Fred J. McConnell, *v.p. & tv & rad. dir.;* Ethel Newman, *sec. & treas.;* Richard A. Jasper, *gen mgr.;* Clinton Martin, *prod. mgr. A. e.'s:* Fred J. McConnell, Richard A. Jasper.

Media Dept. Richard A. Jasper, *space b.*

Ace Advertising Services

39 Chambers St., N. Y., 7. Digby 9-1432. Joel Landres, *pres.;* Leon Gross, *v.p.*

Ervin S. Acel, Inc.

15 Whitehall St., N. Y., 4. Hanover 2-7968. Ervin S. Acel, *pres., treas.;* John M. Walczak, *art dir. & prod. mgr.*

Media Dept.: Ervin S. Acel, *space b.*

Acker, Worley & Associates, Inc.

46 Kipling Plaza, Clearwater Beach, Fla. Clearwater 34-3041. G. Lawrence Roberts

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STATIONS: PUERTO RICO

Authorized eff. rad. pow.: visual 30 kw, aural 15 kw. Networks: CBS, ABC, NBC. Am station WORA. Began operating October 1, 1955.

Representatives: National Young Television Corp. Washington attorneys Loucks, Zias, Young & Jansky, consulting engineers George Mayoral.

Stockholders: Radio Americas Corp. (WORA) (69%); Supreme Broadcasting Company, Inc. of Louisiana (WJMR-TV) & WJMR New Orleans (28%). Officers: Alfredo R. de Arellano Jr., president (.5%) (also controls WORA); Chester F. Owens, vice president (1%) (also has 15% of WJMR-TV); George A. Mayoral, executive vice president (1%) (also has 15% of WJMR-TV); Reinaldo M. Dupont, secretary (.1%); Eshter del V. de Ramirez de Arellano, treasurer (.4%). For other interests of Owens and Mayoral, see WJMR-TV.

Executives:
Alfredo R. de Arellano Jr., *president*
Reinaldo M. Dupont, *assistant manager, commercial manager & farm director*
Ramon J. Medina, *program director*
Jesus M. Aviles Brunet, *chief engineer*
Ismael Trabal, *news director*
Blanca L. Vda. de Martinez, *women's director*
Mario Quintero Jr., *sports director*
Ignacio Lopez, *technical director*

Services: Live studios, number 2, number live cameras 2.

Film & ID: 2 16 mm film projectors; standard lantern slide projection equipment, 35 mm. Film should be sent to Ignacio Lopez, Technical Supervisor. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services.

Rates: Class A one hour live $120*, film $20*. Minute spot live on request. ID rate $8. *Plus additional charges for set, camera, etc.

San Juan: WAPA-TV

Ch. 4. Owned by Ponce de Leon Broadcasting Co., Inc. of Puerto Rico. Address: Box 2050. Phone: 3-3006. Authorized eff. rad. pow.: visual 56.34 kw, aural 33.9 kw. Operating pow.: visual 10 kw, aural 6 kw. Networks: NBC, ABC. Am station WAPA. Non-interconnected.

Representatives: National Caribbean Networks, Inc., Washington attorneys Dow, Lohnes & Albertson, consulting engineers Commercial Radio Equipment Co.

Stockholders: Jose Ramon Quinones (83%); Goar Mestre and Associates (CMQ-TV Havana) (17%).

Executives:
Jose Ramon Quinones, *president*
David H. Polinger, *general manager*
Andrew N. Vladimir, *sales manager*
Luis Dominquez, *program director*
George F. Sprague, *chief engineer*
Juan Viguie, *news director*
Pedro Vasquez, *sports director*
Jorge Cebollero, *traffic manager*

Services: News local & international. Live studios, number 3, size of largest 30′ x 40′, number of live cameras 4.

Film & ID: 2 16 mm film projectors; 1 slide projector, 2x2 glass slides, tape or metal bindings. Film should be sent to Traffic Manager. Film required 48 hrs. before telecast; slides 48 hrs., artwork 72 hrs. Film editing services; 16 & 35 mm b&w film processed.

Rates: Class A one hour live $200, film $200. Minute spot live $45, film $45. ID rate $18.

San Juan: WKAQ-TV

Ch. 2. Owned by El Mundo, Inc. Address: Stop 8, Fernandez Juncos. Phone: 3-3800. Authorized eff. rad. pow.: visual 100 kw, aural 50 kw. Operating pow.: visual 100 kw, aural 50 kw. Networks: CBS (prim.). Am station WKAQ. Began operating March 29, 1954.

Representatives: Regional Inter American Publications, Inc., Washington attorneys Segal, Smith & Hennessey, consulting engineer George C. Davis.

Stockholder: Angel Ramos, president.

Executives:
Angel Ramos, *president*
Delfin Fernandez, *general manager*
Oscar Reinosa, *sales & promotion manager*
Nelson Banks, *commercial manager*
Edwin Janer, *program director*
Jack H. Tudor, *chief engineer*
Evelio Otero, *news editor*
Charlie Garcia de Quevedo, *film buyer & film director*

Services: News, CBS. Live studios, number 6, size of largest 50′x60′, number live cameras 7. Remote equipment: complete remote unit, number remote cameras 2.

Film & ID: 2 16 mm film projectors; Gray telop 4x5, 1 2x2 slide projectors. Film should be sent to Operations Desk, WKAQ-TV, Box 1072. Film required 48 hrs. before telecast; slides 48 hrs., artwork 48 hrs. Film editing services; B-wind 16 mm film laboratory.

When WORA-TV Mayaguez picks up signal, blanket coverage is provided. WKAQ-TV has a kinescope machine, dubbing department, 3 background projections equipment.

Rates: Class A one hour live $300. Minute spot film $65.

Jr., *pres.;* Reba Frost, *sec., libr., publ. dir. & rsrch. dir.;* Jennie O. LeMaster, *treas.;* R. M. Worley, *art dir. & prod. mgr.;* G. Lawrence Roberts Jr., *cpy. chf. A. e.'s:* R. M. Worley, G. Lawrence Roberts Jr.

Media Dept.: G. Lawrence Roberts Jr., *dir.*

Acme Advertising Agency

1114 Mortgage Guarantee Bldg., Atlanta 3, Ga. Murray 8-8585. Julian DelaPerriere, *o. & mgr.;* Barbara Power, *prod. mgr.;* Forrest Clark, *art dir.*

Robert Acomb, Inc.

444-446 E. 5th St., Cincinnati, Ohio. Garfield 1-5240. Robert Acomb, *pres. & treas.;* Herbert R. Ostendarp, *v.p.;* C. Gordon Walker, *sec.*

Media Dept.: W. J. Levi, *exec. in chg.; supervs.:* Marian Oberhelman, L. C. Mohr.

Acwan Advertising, Inc.

40 West 45th St., N. Y. Murray Hill 2-8639. Carl Wirshba, *pres., treas.;* Howard I. Brenner, *v.p.;* David G. Hymes, *prod. mgr.*

Ad Art Associates

510 Walnut St., Reading, Pa. 2-1692. Ralph R. Smith, *o., cpy. chf.;* Richard F. Kurr, *art dir.*

Media Dept.: Ralph R. Smith, *rad. tb & space b.*

Ad-Art Co.

177 State St., Boston 9, Mass. Hancock 6-5341. O. Harry Roseman, *pres. & treas.;* Natalie Burnett, *art dir.*

Ad-Craft Advertising Agency

531 South Water St., Corpus Christi, Tex. Frances W. Beckman, *pres. & tv dir.;* F. J. Kelley, *v.p.;* Barbara McDowell, *art dir.;* J. K. Perrie, *a.e.*

Ad Fried Advertising Agency

318 15th St., Oakland 12, Calif. Higate 4-6580. Ad Fried, *pres., tv & rad. dir.;* Elaine Fried, *sec. & treas.;* Gerhard Jacobi, *art dir. & prod. mgr.;* Kay Bachrach, *cpy. chf. & publ. dir.;* Louise Sirignano, *libr. A. e.'s:* Ad Fried, Louise Sirignano, Kay Bachrach, Gerhard Jacobi, Elaine Fried, David Williams.

Media Dept.: Louise Sirignano, *space b. & tb.*

Branch Office:

260 Kearny St., San Francisco 8, Calif. Yukon 6-5671.

AD Scribe

P. O. Box 254, North Canton, Ohio. Hyacinth 9-2552. Robert L. Rainey, *o.*

Ad-Service, Inc.

16 Norwich St., Worcester 8, Mass. 4-7288-9. Glenn V. Powers, *pres.;* G. Merton Christianson, *treas. & art dir. A. e.'s:* H. A. Allen, G. V. Powers.

Media Dept.: H. A. Allen, *dir.*

A. D. Adams Advertising

562 Fifth Ave., N. Y. Circle 6-2940 A. D. Adams, *o.;* Anita Guido, *art dir.;* Alfred L. Hopin, *creat. dir.*

Adams Advertising Agency

Adams-Clinton Bldg., Chicago 6, Ill. Andover 3-3589. V. Peter Ferrara, *pres.;* Joseph Voorhees, *v.p.;* Wm. Johns, *prod. mgr.; A. e.'s:* V. Peter Ferrara, T. T. Bache, F. A. McWethy, Leon Meyers.

Media Dept.: George L. Lewis, *space b.*

Adams Associates, Inc.

28 North Queen St., York, Pa. 81-554. John R. Adams, *pres.;* Loren A. Shinneman, *v.p.;* Laurence T. Himes, *sec.;* Roy H. Luce, *treas.;* Clair M. Ruby, *art dir.;* Gen Reichard, *prod. mgr.;* John Plitt, *prod. mgr.;* A. Bowman Weaver, *cpy. chf.;* Clyde B. Clason, *publ. dir.*

Burke Dowling Adams, Inc.

922 W. Peachtree St., N.W., Atlanta, Ga. Elgin 5521. B. D. Adams, *pres. & gen. mgr.;* Howard Schriner Jr., *v.p. & art dir.;* Jack Hardy, *treas.;* Roy W. Hudson, *prod. mgr.;* Denny Beattie, *a.e.*

Media Dept.: Ethel M. Liebscher, *m. dir.*

Branch Office:

203 Bellevue Ave., Montclair, N. J Montclair 3-6100. Thomas Dixcy, *v.p. & sec.;* E. C. Hoffman, *v.p. & art dir.;* E. C. Anderson, *prod. mgr. A. e.'s:* T. A. Gullette, V. G. Hannington.

Roy Adams Advertising

414 W. 13th Ave., Eugene, Ore. Diamond 5-8414. Roy H. Adams, *pres., gen. p.; rsrch. dir.;* C. D. Pelletier, *art dir., prod. mgr.;* Mary Salazar, *cpy. chf.;* Jean Armstrong, *pub. dir.;* E. W. Karl, *rad. dir. & a.e.*

Media Dept.: Roy H. Adams, *dir.;* C. D. Pelletier, *tal. b.;* Jean Armstrong, *space & tb.*

Adamson, Buchman & Associates

812 Walker Bank Bldg., Salt Lake City 1, Utah. W. S. Adamson, *pres.;* Louis W. Larsen, *mgr.; A. e.'s:* Nathan Berlin, Edwin L. Heal, J. Dohn Lewis.

Media Dept.: R. H. Larsen, *dir.*

Adkins Co.

333 Kearny St., San Francisco 8, Calif. Art L. Adkins, *o.*

Norbert Adler Associates

42 Riverview Avenue, Binghamton, N. Y. 2-4011. Norbert Adler, *a.e., cpy. chf., prod. mgr. & m. b.*

William Hart Adler, Inc.

919 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-5210. Wiliam H. Adler, *pres. & treas.;* A. B. Stone, *v.p.;* Thorpe E. Wright, *v.p.;* Leslie Meyers, *v.p. & art* dir.; John Petrie, *ass't. to pres.;* Betty Sickinger, *sec.;* Ben E. Graves, *publ. dir.;* Kenneth M. Davee, *assoc. rsrch. dir. A. e.'s:* William H. Adler, A. B. Stone, Thorpe E. Wright, Leslie Meyers, John J. Petrie.

Media Dept.: Betty Sickinger, *dir.;* Dale Heath, *art b.;* Alidor R. Belskis, *tb. & tal. b.*

Branch Office:

101 Park Ave., N. Y. 10. J. G. Berens, *mgr.*

Admasters Advertising, Inc.

15th & New York Ave., N.W., Washington 5, D. C. District 7-0551. John E. Waterfield, *pres.;* E. H. Bell, *sec.*

Advent Associates, Inc.

250 West Jersey St., Elizabeth 2, N. J. Elizabeth 3-5088-9 (specializing in industrial advertising) Harold O. Bates, *pres. & treas;* A. D. Bates, *v.p.;* J. B. Shoemaker, *sec., prod. mgr., art dir.*

Media Dept.: A. S. Malecka, *b.*

Advertisers Service Bureau, Oklahoma City, Okla.

(See Srago Advertising, Oklahoma City, Okla.)

Advertising Agency Service

45 Academy St., Newark 2, N. J. Market 2-0743. W. F. Schaphorst., *proprietor & prod. mgr.*

Media Dept.: M. M. Gooch, *space b.*

Advertising Aides

112 East 19th St., N. Y. 3. Gramercy 3-5360.

Advertising Associates

5749 Swiss Ave., Dallas 14. Tex. Pr 2589; Tr 8769. Bert Clardy, *pres., cpy. chf. & publ. dir.;* E. M. Killion, *v.p., tv & rad. dir.;* Winona Clardy, *sec.;* B. Lowell Clardy, *art dir. & prod. mgr. A. e.'s:* Bert Clardy, R. G. Davis, E. M. Killion.

Media Dept.: E. M. Killion, *tb & tal. b.;* Pearl Coats, *dir.*

Advertising Associates

600 N. Third St., Phoenix, Ariz. Alpine 4-8200. David McCutcheon, *pres.;* N. A. Winter Jr., *v.p.;* Kenneth G. Patton, *v.p.*

Media Dept.: Mrs. Betty Simpson, *off. mgr.;* Betty Scott, *cpy. chf.;* Mrs. Eunice McDonald, *cpy. writer;* Keith W. Williams, *art dir.,* Leo Mazey, *artist.*

Advertising Associates

521 Marion E. Taylor Bldg., Louisville 2, Ky. Amherst 1655. Harold Siegel, *o.;* Phil Colgrove, *art dir.;* Patricia Wheeler, *prod. mgr.;* Harold Siegel, *cpy. chf. & tv dir.;* Ed Donahoe, *rad. dir. A. e.'s:* Ed D. Donahoe, Harold Siegel.

Media Dept.: Harold Siegel, *dir., space b. & tb.*

Advertising Associates, Inc.

10-A West Grace St., Richmond 20, Va. 3-0157-8-9. Jack D. Lewis, *chmn., pres., treas. & tv dir.;* Wm. B. Propert, *v.p., prod. mgr. & personnl. dir.;* John M. Kessler, *v.p. & art dir.;* Jack B. Russell, *sec.;* Lew Williams, *cpy. chf. & rad. dir.;* Elizabeth Cook, *publ. dir.;* Pat Kelley, *pub. rel. dir. & rsrch. dir. A. e.'s:* Jack D. Lewis, Wm. B. Propert, John M. Kessler.

Media Dept.: Jack D. Lewis, *dir.*

Branch Office:

523 Rushton Rd., Toronto, Can. Selma S. Soble, *mgr.*

Advertising Associates of Philadelphia, Inc.

1503 Orthodox St., Philadelphia 24, Pa. Edward Stonehill, *pres.;* Harry Casterlin, *art dir.;* Rube Blavat, *prod. mgr.;* Howard Dahms, *cpy. chf. A. e.'s:* Edward Stonehill, Howard Dahms.

Media Dept.: Lillian Karle, *dir.*

Advertising Associates of Thurston S. Jenkins
Citizens Bank Bldg., Flint 3, Mich. Thurston S. Jenkins, *o.*; Norman L. Bade, *sec. & treas.* Langdon Mayhew, *prod. mgr. A. e.'s:* Thurston S. Jenkins, Langdon Mayhew, Norman L. Bade.

Advertising Bureau, Inc.
45 West 45th St., N. Y. 36. Judson 2-1740. C. T. Sohl, *pres. & treas.*; M. S. Mitchell, *sec.*

Advertising Center
P. O. Box 6191, Atlanta 8, Ga. Robert E. Martin; Robert K. Martin; Charles H. Kupfer.

Advertising Company of America
565 W. Washington Blvd., Chicago 61, Ill. Dearborn 2-6234. Frank K. Levin, *dir.*

Advertising Counselors of Arizona
4460 N. Central Ave., Phoenix, Arizona. Crestwood 4-3536. Ivan N. Shun, *o.*; Goff Dowding, *prod. mgr.*; George W. Linn, *cpy. chf.*; Gretta Van Dyke, *tv & rad. dir. A. e.'s:* Ivan N. Shun, James M. Hernly, George W. Linn, Rhea Bennett.
Media Dept.: Grace Webb, *dir.*

Advertising Design
408 City Bldg., Rockford, Ill. 5-1322. Wesley Soderstrom, *o.*

Advertising Engineers
Daniel Bldg., Tulsa 3, Okla. Luther 4-0316. L. E. Brooks, *pres.*; Edmund Zayat, *v.p.*; Floyd Gates, *art dir.*; Wayne Thompson, *prod. mgr.*; Robert Spears, *rsrch. dir. A. e.'s:* L. E. Brooks, Vernon Lukenbill, Edmund Zayat.
Media Dept.: Robert Spears, *space b.*

Advertising Engineers Corp.
448 South Hill St., Los Angeles 13, Calif. Mutual 5039. Edward R. Halperin, *pres.*; Dorothy Kildare, *v.p.*; Lillian D'Amelio, *art dir.*; W. Scott, *rad. dir. A. e.'s:* R. R. Bear, Lou Kimzey.
Media Dept.: H. Knott, *b.*

Advertising Enterprises, Inc.
71-72 69th St., Brooklyn 27, N. Y. Va 1-3005. J. R. Albert, *pres.*; Norman Haskell, *persnnl. dir.*; Myra Albert, *a.e.*

Advertising House, Inc.
3 Bernice St, Worcester, Mass. Pleasant 6-4371. Arthur S. Wilder, *pres. & treas.*

Advertising, Inc.
316 Knight Bldg., Charleston 1, W. Va. Chas. A. Williamson, *pres. & treas.*; Sam G. McEwen, *v.p.*; D. C. Crummett, *sec.*; Paul K. Jordan, *art dir.*; *A. e.'s:* C. A. Williamson, Sam G. McEwen, D. C. Crummett.

Advertising Inc. of Washington
1625 Eye St., N.W., Washington 6, D. C. Republic 7-3447. Charles Isbell, *v.p.*; King Pedlar, *pres.*; Joseph H. Ross III, *v.p. & art dir.*

Advertising & Merchandising, Inc.
1100 American Bldg., Dayton 2, Ohio. Adams 5219. Carl T. Hamm Sr., *pres.*; Ralph Laufman, *v.p.*; Ralph Neiman, *art dir.*; Alice Lilley, *rad. dir.*

Advertising & Printing Associates
Kinney Bldg., Newark 2, N. J. Ma 2-7231. I. Eisenberg, *proprietor.*

Advertising Producers-Associated, Inc.
205 W. Wacker Dr., Chicago 6, Ill. Central 6-5270. Wm. H. Schofield, *pres.*; Robert C. Hey, *v.p. & sec.*; H. W. Elkman, *v.p. & art dir.*; Jack F. Stubenrauch, *prod. mgr. A. e.'s:* Wm. H. Schofield, Robert C. Hey.

Advertising & Publicity Associates
125 East Wells St., Milwaukee 2, Wis. Broadway 2-5373. E. A. Beyersdorff, *pres. & treas.*; R. C. Beyersdorff, *sec. & prod. mgr.*; Sherman Dowe, *art dir.*

Advertising & Sales Consultants Agency
623 Michel Torrena St., Los Angeles 26, Calif. Normandy 1-6778. Gene Franke, *o.*

Advertising Service Bureau
10511 So. Springfield Ave., Chicago 43, Ill. Beverly 8-8623. L. A. McGill, *o., a.e.*; H. A. Lawson, *prod. mgr.*
Media Dept.: L. A. McGill, *b.*

Advertising Services, Inc.
1640 Wisconsin Ave., N.W., Washington 7, D. C. Columbia 5-3559. L. Q. Bradley, *pres.*; David Bradley, *sec. & treas.*; Harry A. Gardner, *art dir.*

Advertising Service Agency
Sergeant Jasper Bldg., Charleston, S. C. 3-1129. M. Bishop Alexander, *pres.*; Paul E. Johnson, *prod. mgr. & art dir.*; Wm. D. Huff, *tv & rad.*
Media Dept.: M. Bishop Alexander, *b.*

Advertising Syndicate of America
900 Keenan Bldg., 643 Liberty Ave., Pittsburgh 22, Pa. Atlantic 1-1673. Robert L. Stevenson, *pres.*; Edward J. Young, *exec. v.p.*; Lewis L. Silberman, *treas.*; Jacqueline M. Dodge, *a.e.*

Advertising Trade Service, Inc.
303 Fifth Ave., N. Y. 16. Murray Hill 4-3800. Ralph B. Halley, *pres. & treas.*; Robert Morse, *v.p., sec.*; Leon Gilbert, *v.p., prod. mgr., cpy. chf., tv & rad. dir.*; Robert Roth, *art dir. A. e.'s:* Leon Gilbert, Robert Morse, Ralph Halley, Joseph Kopper.
Media Dept.: Robert Morse, *space b.*; Leon Gilbert, *dir., space b., tb. & tal. b.*
Branch Office:
350 Lincoln Rd., Miami Beach, Fla. Jefferson 8-5387. Gene A. Greenwald, *mgr.*

Advertising Unlimited
5th Floor Denver Theatre Bldg., Denver 2, Colo. Ac 2-3597. William E. Robertson, *o.*; W. E. Johnston, *a.e.*; Mary Quinlivan, *cpy. writer*; Alfred Ziegenhagen, Larry King, *artists*; Tom Wurtz, *tv film.*
Media Dept.: Pat Tossie.

Advisers, Inc.
71 West 47th St., N. Y. 36. Plaza 7-1036. Albert Tralins, *pres., treas. & cpy. chf.*; Anne Tralins, *v.p. & sec.*; Elliott Weiner, *art dir.*; Nick Pietro, *prod. mgr.*

Agency Service Corp.
66 E. South Water St., Chicago 1, Ill. Central 6-5255. Paul E. Foyer, *pres.*; George P. Hixon, *v.p., a.e.*; M. Cech, *sec.*; M. H. Shappert, *rsrch. dir.*
Media Dept.: George P. Hixon, *b.*

Hoite Agey Advertising, Inc.
First National Bank Bldg., Miami, Fla. Fr 3-3659. Hoite Agey, *pres.*; James C. Knight, *v.p.*; W. H. Mactye, *sec. & treas.*; Henry Plawin, *art dir.*; William Izzard, *tv dir.*; Stuart Strand, *rad. dir.*; Diane Machamer, *libr.*
Media Dept.: Donna Mitchell, *dir.*

Agricultural Advertisng & Research, Inc.
416 E. State St., Ithaca, N. Y. 3376. Roy H. Park, *pres.*; Robert W. Flannery, *v.p.*; Fred W. Bryant, *sec.*; K. B. Skinner, *treas.*

Air-Press Advertising Agency
Goodwyn Institute Bldg., Memphis 3, Tenn. Ja 5-0370. Milton M. Benander, *o.*

Aitkin-Kynett Co.
1400 S. Penn Square, Philadelphia 2, Pa. Rittenhouse 6-7810. H. H. Kynett, *sr. p.*; M. E. Goldman, *p.*; H. A. Medholdt, *p.*; George B. Barnard, *p.*; Allen C. Smith, *p.*; Al Andrews, *art dir.*; W. B. Turner, *prod. mgr.*; Edward Goldsmith, *rsrch. dir.*; *A. e.'s:* H. B. Montgomery, C. W. Eigenbrot, W. J. Culbertson, Thatcher Longstreth, Richard L. Olanoff, Mary Dunlavey.
Media Dept.: E. M. Gretz, *space b. & tb.*; Barclay Hallowell, *rsrch. dir.*

Akron Advertising Associates
65 W. State St., Akron 8, Ohio. Franklin 6-3176. Robert E. Wolfe, *mng. p.*; Ralph C. Hitchcock, *mng. p. & art dir.*; Philip Linne, *assoc.*; Peter King, *prod. mgr.*; Evelyn Holvey, *sec. A. e.'s:* Robert E. Wolfe, Ralph C. Hitchcock, Philip Linne.

R. H. Alber, Inc.
439 N. Larchmont Blvd., Los Angeles 4, Calif. Hollywood 9-8273. Pauline Hagen, *exec v.p.*; Evelyn R. Jones, *sec. & treas.*; Cy Jackson, *publ. dir.*; Fred L. Allen, *a.e.*

Alcorn Advertising, Inc.
1502 S. Fifth St., Las Vegas, Nev. Dudley 2-6960. Jack Melvin, *chmn., pres. & prod. mgr.*; Homer G. Nelson, *v.p.*; Margaret Lee Melvin, *v.p. & libr.*; Jack Lehman, *v.p., cpy. chf. & rsrch. dir.*; Margaret Mullich, *sec. & personnl. dir.*; Herbert L. Hansen, *art dir.*; Ralph Grover, *tv & rad. dir. A. e.'s:* Jack Melvin, Jack Lehman, Homer G. Nelson, Margaret Melvin.
Media Dept.: Homer G. Nelson, *dir., space b. & tb.*; Jack Melvin, *tal. b.*

Alden Co., Inc.
9 East 48th St., N. Y. 17. Plaza 1-2420. John M. Alden, *pres.*; Fred Roberts, *mgr., art &*

prod.; Ree E. Alden, *treas.;* Peter Wade, *art dir.;* Tom Dana, *publ. dir.*

Media Dept.: Octavo Guiterrez, *space b. & tb.*

A. E. Aldridge Associates

1616 Walnut St., Philadelphia 3, Pa. Pennypacker 5-7233. A. E. Aldridge, *pres. & a.e.;* W. Brehm, *sec.;* D. J. Aldridge, *treas.;* J. McMichael, *prod. mgr. A. e.'s:* C. Marriott, G. T. Long.

Media Dept.: A. E. Aldridge, *dir.*

Alert Advertising Agency

509 National Hotel Bldg., Galveston, Tex. 5-8875. Jack R. Hamilton, *pres.;* Robert W. Hamilton, *v.p.;* Vivian Ramey, *sec. & treas.*

Alexander Advertising Agency

4 West 40th St., N. Y. 18. Bryant 9-0500. Joseph Kesler, *o.;* Joseph Deutsch, *prod. mgr. & cpy. chf.*

Media Dept.: Joseph Deutsch, *dir.*

Alexander Advertising Agency

3200 N. Nevada Ave., Colorado Springs, Colo. Me 3-1771. Robert H. Geddy Jr., *mgr.;* Carl Sturdivant, *art dir.;* Thomas Harrington, *prod. mgr.*

Media Dept.: Robert H. Geddy Jr., *space b.*

Barton Alexander Advertising

2975 N. Reynolds Road, Toledo, Ohio. Franklin 1891. Barton Alexander, *o.*

H. M. Alexander & Associates

2 Winding Way, Madison, N. J. Frontier 7-4116.

Allan Associates

139 West 72nd St., N. Y. 23. Trafalgar 3-9854. W. Allan Sandler, *o.;* Art Sandler, *treas.;* Augusto Marin, *art dir. A. e.'s:* W. Allan Sandler, Art Sandler, Pat Brown.

Media Dept.: Pat Brown, *dir.*

Allbright Associates

111 W. Jackson Blvd., Chicago 4, Ill. Wabash 2-4797.

Alfred Advertising, Inc.

6 E. Pleasant St., Baltimore 2, Md. Sa 7-2290; Ke 9-3480. Moran McKinless, *pres.;* Mildred McKinless, *exec. v.p.;* Norton McKinless, *prod. mgr.*

Media Dept.: Mary L. Barstow.

Allen Advertising Agency, Inc.

159 E. Chicago Ave., Chicago 11, Ill. Sander Allen, *pres.;* Jules Dashow, *v.p.;* Grace S. Peterson, *sec., rad. dir.;* J. Darrill Connelly, *art dir.;* Charlene Roberts, *prod. mgr.;* John J. Mojonnier, *cpy. chf.;* Roseline Erskine, *publ. dir.;* Jane Lee, *rsrch. dir. A. e.'s:* Sander Allen, John J. Mojonnier, Joseph A. Teresi.

Media Dept.: Grace S. Peterson, *dir., space b. & tb.*

Allen Christopher Co.

30 East 60 St., N. Y. 22. Murray Hill 8-9445. E. Louis Figenwald, *p. & pres.;* Alex F. Courtney, *p., tv prod. & dir.;* Stanley P. Morse, *v.p. & acct. dir.;* David Karp, *prod. mgr.;* Ralph E. Becker, *art dir.;* Carol M. Orenstein, *cpy. chf.;* Irma Schnell, *rsrch. & pub. dir.;* Doris Prillo, *compt.;* Ferne Binder, *credit mgr.;* Barbara Russo, *traff. mgr. A. e.'s:* E. Louis Figenwald, Alex F. Courtney, Stanley P. Morse, David Karp, Carol M. Orenstein, Herbert Ross.

Media Dept.: Babe Malter, *tb.*

Branch Office:
30 N. LaSalle St., Chicago 2, Ill. State 2-6387. Herbert Ross, *mgr.*

Allen, Dorsey & Hatfield, Inc.

5010 Sunset Blvd., Los Angeles 27, Calif. Normandy 3-9343. L. E. Hatfield, *pres.;* Milton Dorsey, *v.p.;* H. H. Allen, *sec. & treas.;* Don Youngman, *prod. mgr.;* L. L. Mason, *art dir.;* W. E. Inge, *creat. dir. A. e.'s:* L. E. Hatfield, Milton Dorsey, H. H. Allen, George Balsam.

Media Dept.: S. M. Griewe, *b.*

Allen & Reynolds

1300 Woodmen of the World Bldg., Omaha 2, Neb. Atlantic 4445. Milton H. Reynolds, *p.;* Robert H. Reynolds, *p.;* Milton J. Stephen, *p., dir. tv-rad.;* Quentin H. Moore, *p.;* Helen Moeller, *p.;* William J. Newens, *p.;* Kermit Hansen, *p.;* William Drager, *rsrch. dir.*

Media Dept.: William J. Newens, *exec. in chg.;* Douglas B. Wall, *dir.;* Mrs. Joan Brutus, *tv & rad. asst. & tb.;* Milton J. Stephan, *tb;* Don B. Amsden Jr., *asst. dir. tv-rad. & tb.*

Allied Advertising Agency, Inc.

100 Boylston St., Boston 16, Mass. Hubbard 2-4100. Howard Shamban, *pres.;* Marc F. Shamban, *sr. v.p.*

Allied Advertising Agency, Inc.

1302 Ontario St., Cleveland 14, Ohio. Prospect 1-6677. Sanford Schwartz, *pres.;* Melbourne Schwartz, *sr. v.p.;* Aaron S. Fox, *sr. v.p.;* Ellis Rippner, *sr. v.p.;* Eleanor Goldstein, *rsrch. dir.*

Media Dept.: Melbourne Schwartz, *exec. in chg., space b.;* Aaron S. Fox, *tb & space b.*

Allied Advertising Agencies, Inc.

167 S. Vermont Ave., Los Angeles 4, Calif. Du 7-7331. Walter F. Gardner, *pres. & gen. mgr.;* Maxine D. Blankenship, *treas.;* Jack Robins, *art dir.;* Stuart Heinemann, *prod. mgr., tv & rad. dir. A. e.'s:* Milton Hoffman, Dick Gardner.

Media Dept.: Pat Wilson, *space b.*

J. Howard Allison & Co.

680 W. Peachtree St., N.W., Atlanta, Ga. El 5851-2-3. J. Howard Allison Jr., *p.;* Mary C. Allison, *p.;* Robert D. Welch, *art dir.;* M. C. Roberts, *prod. mgr.;* Davenport Steward, *cpy. chf. A. e.'s:* J. Howard Allison Jr., Warn Carah, Mary C. Allison, William B. Estes.

Media Dept.: Betty Kerlin Carter, *dir.*

Branch Office:
2004 Eighth Ave., South, Birmingham, Ala. 44625. James E. Crim, *gen. mgr. & a.e.* Frank L. Cason, *traff. mgr.*

Allman Co., Inc.

844 Free Press Bldg., Detroit 26, Mich. Wo 2-8750. L. C. Allman, *pres.;* R. C. Allman, *v.p. & treas.;* J. Denier, *v.p.;* Z. Karchevsky, *art dir.;* R. Hunter, *prod. mgr.;* R. L. Dellow, *rsrch. dir.;* W. Farrell, *rad. dir.;* J. Land, *tv dir.;* R. F. Anthony, *pub. dir.;* J. Dearvang, *acctg.;* S. Skurda, *libr.*

Media Dept.: R. L. Dellow, *dir.*

Allmayer, Fox & Reshkin Agency, Inc.

707 E. Linwood Blvd., Kansas City 9, Mo. Je 1-1400. Ben N. Allmayer, *pres. & sec.;* S. Jerome Reshkin, *exec. v.p.;* Edward B. Voegele, *art dir.;* Arthur D. Shapiro, *prod. mgr.;* Russell D. Farnsworth, *tv dir.;* John T. McLean, *rsrch. dir. A. e.'s:* Ben N. Allmayer, S. Jerome Reshkin, Russell D. Farnsworth, John T. McLean, Williston P. Munger Jr.

Allston Associates, Inc.

116 John St., New York 38. Rector 2-6514. F. Kenneth Allston, *pres. & treas.;* Norris P. Browne, *exec. v.p.;* Dorr M. Depew, *v.p., bankg. div.;* B. A. Allston, *sec.;* Audrey Platt, *art dir.;* Robert M. Bogue, *prod. mgr. A. e.'s:* F. Kenneth Allston, Norris P. Browne, Dorr M. Depew.

Ralph Allum Co., Inc.

34 East 51st St., N. Y. 22. Murray Hill 8-6485. Ralph Allum, *pres.;* Charles H. Weissner Jr., *v.p.;* Eugene Geary, *prod. mgr.;* Lester P. J. White, *sec. & treas.*

Almo Advertising Agency

7460 S. Exchange Ave., Chicago 49, Ill. Essex 5-6431. Saul C. Korkin, *pres.;* R. M. Korkin, *v.p.*

Media Dept.: Saul C. Korkin, *dir.*

David Altman Advertising, Inc.

444 Madison Avenue, N. Y. 22. Murray Hill 8-0626. David Altman, *pres.;* Raymond Rose, *art dir. & prod. mgr.*

Media Dept.: Byrne Balton, *space b.*

Altman-Gilbert Advertising Agency

427 Guaranty Bldg., Cedar Rapids, Iowa 2-6114. Margaret A. Gilbert, *pres. & treas.*

Altman-Stoller Advertising, Inc.

254 West 54th St., N. Y. 19. Judson 6-3036. Max Stoller, *pres.;* David R. Altman, *sec. & treas.;* Leon Batlin, *v.p. & art dir.;* Si Muntner, *prod. mgr.;* Constance Bartel, *cpy. chf. A. e.'s:* Max Stoller, David R. Altman, Martin H. Landey, Howard W. Chalk; *ass't:* Pearl A. Isaacs.

Media Dept.: David R. Altman, *dir.;* Celia Reuben, *space b.*

Altnow Advertising Co.

704-1411 Fourth Ave. Bldg., Seattle 1, Wash. El 2320. George G. Altnow, *o.*

Ambro Advertising Agency

333 Dows Bldg., Cedar Rapids, Iowa. Empire 4-4139. H. J. Rowe, *pres.;* Jean H. Harris, *exec. v.p.;* Milton L. Kapp Jr., *v.p.;* Robert Young, *prod. mgr.;* Alvin Kucera, *art dir.;* Francis Gillon, *v.p. & tv dir.;* T. F. Powers, *creat. dir. A. e.'s:* A. O. Ambroz, Milton L. Kapp Jr., Jean H. Harris, Roger Barnett.

Branch Office:
314 Shops Bldg., Des Moines, Iowa. Atlantic 8-0071. William Nelson, *a.e.*

AGENCIES

Ambrose & Borrie

601 Bangs Ave., Asbury Park, N. J. Prospect 4-1483. George E. Ambrose, *chmn.;* Melville H. Borrie, *v.p.;* Alex Lisch, *art & prod. mgr.;* Robert Thompson, *prod. mgr.;* F. Knox, *libr. A. e.'s:* H. Mandell, R. Thompson, Robert Valdes, F. C. Schrier.

American Foreign Language Press

258 Fifth Ave., N. Y. 1. Murray Hill 9-7870. Sigmund Gottlober, *pres. & a.e.;* Milton J. Pensak, *cpy. chf. & prod. mgr.*

American Sports Advertising Agency

P. O. Box 270, Chicopee, Mass. Jefferson 3-3971. (Holyoke). Lewis Corneliusen, *gen. mgr. & space b.*

Amundson-Bolstein Advertising, Inc.

Suite 307 Benson Bldg., Sioux City, Iowa. 5-8969. Milton Bolstein, *pres.;* Gordon Robinson, *sr. v.p.;* Robert Colburn, *sec. & treas.;* Dale Smith, *rsrch. dir.*

Anders Associates

130 East 56th St., N. Y. 22. Eldorado 5-0835.

Anderson Advertising Agency

108 E. William St., Decatur, Ill. 2-5427. Oscar F. Anderson, *p.;* Jean F. Anderson, *p.;* Jan Anderson, *a.e.*

Anderson & Cairns, Inc.

130 East 59th St., N.Y. Phone: Murray Hill 8-5800. T. Hart Anderson Jr., *chmn. bd.;* John A. Cairns, *pres.;* Karl Knipe, *sr. v.p.;* James C. Cumming, *sr. v.p.;* Thomas R. V. Vohs, *exec. v.p.;* Vic Seydel, *dir. tv & r.;* Williard C. Wheeler, *rsrch. dir. & chmn. of strategy bd.;* Ashley W. Burnes, *dir. pub. rel.;* Everett Hencke, *sr. art dir.;* Abraham Fisher, *treas.;* Carol Ellife, *traff. dir.;* Jerry Pecoraro, *prod. mgr.;* Frank R. Lowe, *tv & rad. prod.;* Sherman Rogers, *cpy. chf.*

Media Dept.: Murray Thomas, *dir.;* Vic Seydel, *tv & rad. superv.;* Anne Burkholder, *asst. tb.;* Daniel Detwiler, Dorothy McKeon, *space bs.*

Merrill Anderson Co., Inc.

142 East 39th St., N. Y. 16. Murray Hill 5-3044. Merrill Anderson, *pres.;* Henry P. Sommer Jr., *v.p.;* Daniel M. Hodges, *v.p.;* Gertrude Conroy, *sec.;* Dorothy Anderson, *treas.;* Earl Bergendahl & Bernard Parke, *art dirs.;* A. V. Desidero, *prod. mgr.;* Joseph A. Anderson, *asst. v.p.;* Edw. S. Johnson Jr., *contrl mgr. A. e.'s:* George Piggott, David H. Munroe, Frank Poe, Jay DeBow, John M. Sheridan.

Media Dept.: Edw. S. Johnson Jr., *space b.*

Carl A. Anderson, Advertising

400 N. Michigan Ave., Chicago 11, Ill. Delaware 7-6656. Carl A. Anderson, *o.;* Rudy Racan, *art dir.*

Anderson Advertising Agency

108 E. William St., Decatur, Ill. 2-5427. Oscar F. Anderson, *p.;* Jean F. Anderson, *p.;* Jan Anderson, *a.e.*

Milton Anderson Co.

461 West 23rd St., N. Y. 11. Watkins 9-9176. Milton Anderson, *o.;* Matthew Roberts, *art dir.;* Roy Reinhardt, *art dir.;* Alice Coolidge, *art dir.;* Frank Schweinsberger, *prod. mgr.;* Dorothy Dostal, *cpy. chf.*

Anderson-McConnell Advertising Agency, Inc.

731 N. LaBrea Avenue, Los Angeles 38, Calif. Webster 1-1761. Douglas E. Anderson, *pres.;* George A. McConnell, *v.p.;* Kirke Beard, *gen. mgr.;* Jackie Dundon, *sec.;* Bob Corey Jr., *art dir.;* Sanford Sorg, *prod. mgr.;* Harriett Harris, *cpy. chf.;* Bruce Altman, *mdsg. dir. A. e.'s:* Douglas E. Anderson, George McConnell, Norman Boroughs, Kirke Beard, Merv. Oakner, Bruce Altman, Bud Bennett, Bob Smith, Harry J. Wendland, J. R. Rowe, Dorothy Davis Smith.

Media Dept.: Jacqueline Molinaro, dir.

Andes Advertising Agency

2641 Lititz Pike, Lancaster, Pa. Lo9-0541. Wm. D. Andes, *principal;* John A. Wenger, *a.e.*

Andrews Advertising Agency

185 N. Wabash Ave., Chicago 1, Ill. State 2-7753-4. Nicholas Andoniadis, *pres., art dir., prod. mgr.;* Bernard David Gartner, *cpy. chf., pub. dir. & pub. rel dir.;* Nicholas Andoniadis, *a.e.*

Media Dept.: Nicholas Andoniadis, *dir. & space b.*

Andrews Agency, Inc.

1037 N. Astor St., Milwaukee 2, Wis. Br 2-5321. Arnold Andrews, *pres.;* Howard Kenyon, *exec. v.p.;* Joe Van de Loo, *v.p. & treas.;* Ruth Andrews, *sec.;* Ken Gredler, *cpy. chf.;* V. E. Gatzow, *prod. mgr.;* A. W. Beier, *art dir. A. e.'s:* Arnold Andrews, Howard Kenyon, Joe Van de Loo.

Media Dept.: Donald Orlaska, *dir. & space b.*

Angelo Advertising

2303 N. Broadway, Oklahoma City 3, Okla. Jackson 4-1800. E. Merial Angelo, *p.;* Emory R. Johnston, *a.e.;* Edwin J. Angelo, *p.*

Bruce Angus Advertising Agency

420 Lexington Ave., N. Y. 17. Murray Hill 9-4620. Bruce Angus, *proprietor;* Emil Leavitt, *v.p.;* John Bartn, *treas.;* Richard Perkins, *art dir.;* M. Plaza, *prod. mgr.*

Media Dept.: B. McKeogh, *dir.*

Claude Aniol & Associates

2700 Transit Tower, San Antonio 5, Tex. Capital 6-9148. Claude B. Aniol, *pres.*

Anthony Co., Inc. (or Anthony Advertising Co.)

2435 North Blvd., Houston, Tex. Jackson 8-1821. Paul Anthony, *pres.;* Edna L. Perelia, *sec.;* Lee Drake, *art dir.*

Anthracite Advertising Agency, Inc.

410 Scranton Times Bldg., Scranton, Pa. Diamond 7-9328, 2-2907. Lawrence L. Russoniello, *pres.;* I. L. Dailey, *sec. & treas.*

Gabriel Antony & Co.

1562 Main St., Springfield 3, Mass. 7-3061. Gabriel Antony, *o.;* Wm. J. Schultz, *art dir.;* S. A. Gardner, *prod. mgr.*

Applegate Advertising Agency, Inc.

100 Minnetrista Blvd., Muncie, Ind. 3-7707. M. Ray Applegate, *pres. & gen. mgr.;* E. R. Champion, *exec. v.p.;* Howard Crumm, *creat. dir.;* Herbert A. Carlson, *v.p. & a.e.;* Harry L. Bird, *v.p.-plans & cpy.;* Lester Johnson, *v.p. & a.e.;* W. Milo Carter, *sec. & treas.;* Chet Hager, *exec. art dir.;* Lou Gerhardt, *art dir.;* Pete Bird, art *dir.;* Edward R. O'Shea, *rsrch. dir.;* Tom Holler, *prod. mgr.;* John B. Lukens, *a.e.;* Lenore Silvers, *a.e.;* June Mull, *publ. dir. & a.e.*

Media Dept.: Edward R. O'Shea, *dir.*

Irving L. Appleman Co.

33 East 23rd St., N. Y. 10. Murray Hill 9-1290. Irving L. Appleman, *pres.*

Applestein, Levinstein & Golnick Advertising Agency, Inc.

342 N. Charles St., Baltimore 1, Md. Saratoga 7-1166. Casriel Applestein, *chmn.;* Leon S. Golnick, *pres.;* Morton Levinstein, *sec. & treas.;* Gordon Gross, *exec. v.p.;* Katherine Cabell, *prod. mgr.;* Ernest K. Schultz, *tv & rad. dir.;* Paul Hagan, *art dir.;* Selwyn Torby, *art dir.;* Bonnie Zak, *ass't art dir.;* Herbert Schwartz, *dir. retail;* Ronald Rosenfeld, *cpy. suprv.;* Helen M. Burke, *ass't prod. A. e.'s:* Leon S. Golnick, Morton Levinstein, Casriel Applestein, Herbert Schwartz, Gordon Gross.

Arbee Agency, Inc.

29 Wabash Ave., Terre Haute, Ind. Crawford 3563. W. Rex Bell, *pres.;* W. L. Smith, *v.p. & sec.;* F. S. Creasey, *treas.*

Arbingast, Becht & Associates, Inc.

First National Bank Bldg., Peoria 2, Ill. 4-6106. W. H. Arbingast, *pres.;* K. R. Becht, *v.p. & sec.;* H. P. Blomeyer, *v.p. & treas.;* Victor R. Vorderstrasse, *art dir.;* J. Lee Chismark, *prod. mgr.;* John L. Fritz, *cpy. chf. A. e.'s:* W. H. Arbingast, K. R. Becht, H. P. Blomeyer, R. J. Fiala.

Arbogust Co.

228 N. LaSalle St., Chicago 1, Ill. State 2-9151. Wilson Arbogust, Joseph C. Dick, Dorothy Bethke, Gretchen Robertson.

Arcadian Advertising Agency

230 West 41st St., N. Y. 36, N. Y. Pennsylvania 6-1327. Arthur B. Levine, *o.*

Archer & Woodbury

Sterick Bldg., Memphis 3, Tenn. Jackson 6-4109. Ward Archer. *p.;* Harry Woodbury, *p.;* David H. Swearingen, *a.e.;* Charles W. Montgomery, *a.e.;* Van L. Hallman, *art dir.*

Media Dept.: David H. Swearingen, Mary Ann Robertson, *bs.*

Arenal Agency

Shoemakersville, Pa. Hamburg 2504. Clarence Ritter, *pres.*

Argenzio Brothers Mail Order Advertising

62 Ettrick Terrace, Rutherford, N. J. Webster 9-2733. Andrew T. Argenzio, *sec., treas. & prod.;* Joseph L. Argenzio, *rsrch. dir.;*

Vincent S. Argenzio, *art dir., copy. chf. & pub. dir. A. e.'s:* Vincent S. Argenzio, Andrew T. Argenzio.

Media Dept.: Andrew T. Argenzio, Joseph L. Argenzio, *space bs.*

Armkaff Advertising Agency

829 South 9th St., Springfield, Ill. 2-6257. Albert L. Whalen, *a.e.*

Armstrong Advertising Agency

176 W. Adams Street, Chicago 3, Ill. Franklin 2-5927. *A. e.'s:* John R. Armstrong, John R. Mahon, Phillip J. Desmond, Paul B. Morgan.

Armstrong Advertising Agency

Belledeer Hills, Tupelo, Miss. 1869. W. Herbert Armstrong, *pres.;* Joan G. Armstrong, *sec. & treas.*

Armstrong Co., Inc.

548 Spreckels Bldg., San Diego, Calif. Belmont 3-0101. T. G. Armstrong, *pres.;* G. E. Vinson, *exec. v.p.;* D. J. Johnston, *v.p.;* Dorothy Koemme, *rsrch. dir. & ass't to a.e.'s;* Todd Smith, *art dir. A. e.'s:* D. J. Johnston, D. O. Larsen.

Media Dept.: G. E. Vinson, *exec. in chg.;* D. J. Johnston, D. O. Larsen, Todd Smith, *supervs.;* Dorothy Koemme, *b.*

Arndt, Preston, Chapin, Lamb & Keen, Inc.

160 North 15th St., Philadelphia 2, Pa. Locust 4-4400. James G. Lamb, *chmn.;* John F. Arndt, *pres. & treas.;* Robert N. D. Arndt, *exec. v.p.;* Seymour S. Preston Jr., *v.p.;* Kennard G. Keen Jr., *v.p.;* James C. Robertson, *v.p. & art dir.;* Herman S. Thoenebe, *v.p., cpy. dir. & creat. dir.;* Robert C. Chapin, *sec.;* M. Kathryn Nelson, *ass't treas.;* Harry Seeburger, *prod. dir.;* Marta Dannenbaum, *rsrch. supvr.;* Ella McKendrick, *off. mgr. A. e.'s:* Robert N. D. Arndt, S. S. Preston Jr., Norton J. Bond, Robert C. Chapin, Bernard T. Converse Jr., Wolcott W. Robinson, Karl Klingelhoeffer, Bertram A. Tunnell, Earle C. Thompson, John Signor, Ed Walpert.

Media Dept.: Roy T. Lochten, *dir.*

Branch Office:
141 East 44th St., N. Y. 17. Oxford 7-4450.

Arnold & Co.

220 Majestic Bldg., Denver 2, Colo. Alpine 5-2300. Samuel P. Arnold, *pres.;* R. D. Lodders, *gen. mgr.;* Pete Easley, *cpy. chf.;* Marion Greathouse, *off. mgr. A. e.'s:* Samuel P. Arnold, R. D. Lodders.

Arnold & Co., Inc.

262 Washington St., Boston 8, Mass. Richmond 2-1220. Arnold Z. Rosoff, *pres.;* Lionel S. LeBlang, *v.p.*

Rupert Arnold

439 S. Western Ave., Los Angeles 5, Calif. Dunkirk 2-0896. Rupert Arnold, *o.;* Leo Morgan, *art dir.*

Art-Copy Advertising Agency

11 Hill St., Newark 2, N. J. Market 3-1830. Martin Steinhardt, *pres.;* George L. Schlissel, *v.p.;* Ted Dziubaty, *art dir.;* Mel Stabin, *prod. mgr.;* Lawrence Elegant, *cpy. chf.;* Seymour Steinhardt, *tv & rad. dir.;* Annette Lee, *publ. dir. A. e.'s:* Martin Steinhardt, George L. Schlissel, Seymour Steinhardt, Douglas Brush.

Media Dept.: Ursula Stecher, *dir.*

Artley Advertising Agency

10 East 52nd St., N. Y. Plaza 3-1755. Eugene J. Cohen, *o.;* Bernard Stone, *art dir.;* Irwin Silberg, *prod. mgr.;* Shepard Sheinkman, *cpy. dir.*

Ashby, Inc.

423 State St., Erie, Pa. 4-6461. Gordon S. Altman, *v.p. in chg. & cpy. chf.;* John L. Ashby, *treas.;* Wm. Edmonds, *art dir.;* Catherine T. Jost, *prod. mgr.;* Kenneth J. Carlow, *publ. & rsrch. dir.*

Media Dept.: Gordon S. Altman, *dir.*

Ashe & Englemore Advertising, Inc.

244 Madison Ave., N. Y. 16. Murray Hill 3-0951. Hiram Ashe, *chmn. bd. & sec.;* Irwin B. Engelmore, *pres. & treas.;* Edward Rostock, *v.p. & art dir.;* Ruth Planks, *cpy. chf.;* Phyllis Knochen, *rsrch. dir.;* Martin Goldberg, *prod. mgr. A. e.'s:* Hiram Ashe, Irwin B. Engelmore, Freda Wein.

Media Dept.: Phyllis Knochen, *dir. & b.*

Asher, Godfrey & Franklin, Inc.

114 East 32nd St., N. Y. 16. Murray Hill 6-0696.

Associated Advertising Agency, Inc.

612 First National Bank Bldg., Cincinnati 2, Ohio. Main 2811. Bruce W. Brown, *chmn.;* Sam Malcolm Levy, *pres.;* Templeton Briggs, *exec. v.p.;* Bryant Venable, *v.p.;* George L. Service, *v.p.;* I. C. Levy, *sec. & treas.;* Jean Walker, *art dir.;* Percy R. Harrover, *prod. mgr. A. e.'s:* Templeton Briggs, Bruce W. Brown, Sam Malcolm Levy, George L. Service, Bryant Venable.

Media Dept.: Dolores B. Mescher, *mgr.*

Associated Advertising Agency, Inc.

120 S. Market St., Wichita 2, Kan. Am 7-1201. C. R. Sullivan, *pres.;* John Beach, *v.p.;* Preston D. Huston, *v.p.;* Virginia Alexander, *sec. & treas.;* O. L. Foster, *v.p.;* Rex Norton, *art dir.;* Frances Coon, *prod. mgr. A. e.'s:* C. R. Sullivan, John Beach, Preston D. Huston, O. L. Foster.

Associated Advertising Agency (div. of Jackson, Haerr, Peterson & Hall, Inc.)

1108 Nicollet Ave., Minneapolis 3, Minn. Sherman E. Peterson, *art dir. & prod. mgr. A. e.'s:* Sherman E. Peterson, Reynold Malmer.

Media Dept.: Mrs. Florence Brown, *dir.*

Associated Advertising Agency, Inc.

1017 N. La Cienga Blvd., Los Angeles 46, Calif. Crestview 1-7227. P. O. Narveson, *pres.;* Chas. Purnell, *v.p.;* C. A. Burpee, *treas.;* George West, *art dir.;* Virgil Morgan, *art dir.;* P. O. Narveson, *a.e.*

Associated Advertising Service

2326 S. Michigan Ave., Chicago 16, Ill. Calumet 5-3868. Milton B. Cooper, *o.;* Mrs. Julia Cooper, *sec. & libr.*

Astral Advertising Co.

Huyler St., South Hackensack, N. J. Hackensack 8-9073. Charles A. Cuneo, *pres.*

Atchison, Donohue & Haden

1206 Maple Ave., Los Angeles 15, Calif. Prospect 2404. Georgia Atchison, *treas.;* Jack Haden, *art dir. & prod. mgr.;* Bob Donohue, *cpy. chf., tv dir. & publ. dir.;* Dick Atchison, *rsrch. dir. A. e.'s:* Bob Donohue, Jack Haden, Dick Atchison.

Media Dept.: Dick Atchison, *dir.*

Athens Advertising Agency

76 Columbia Ave., Athens, Ohio. 24452. Dwight Mutchler, *o.*

Atherton Advertising Agency

8455 Melrose Pl., Los Angeles 46, Calif. Olive 3-2246. Alfred A. Atherton, *o.*

Media Dept.: Alice Asdour, *dir.*

Atherton & Currier, Inc.

420 Lexington Ave., N. Y. 17. Oregon 9-5055. J. William Atherton, *pres.;* Lester Stone, *v.p. & sec.;* J. Dennis Molnar, *v.p. & cpy. chf.;* John P. Atherton, *v.p., tv & rad. dir;* Z. A. Torok, *sec. & treas.;* A. Wascaleaw, *mgr. foreign dept.;* George C. Hoffner, *prod. mgr.;* Al Joseph Hefner, *art dir.;* Anne Netzer, *publ. dir. A. e.'s:* J. W. Atherton, Austin Lempit.

Media Dept.: John P. Atherton, *rad. talent b.;* Rubert R. Sweet, *dir.*

Branch Office:
100 Adelaide St., W., Toronto 1, Can. Em 3-5418. Wm. E. McDonald, *v.p. & gen. mgr.;* Robert Clayton, *a.e.*

Harry Atkinson, Inc.

200 E. Walton St., Chicago 11, Ill. Delaware 7-5800. Harry G. Atkinson, *pres.;* William G. Coker, *1st v.p.;* G. K. Atkinson, *2nd v.p.;* Anton Lulich, *sec.;* John Connor, *treas.;* Robert Barker, *art dir.;* Edward Armstrong, *prod. mgr.;* Virginia Dale, *cpy. chf.*

Media Dept.: Ron Hall, *dir.*

Atlantic Advertising Agency

3 Weber Ave., North Adams, Mass. Mohawk 3-9885. Charles Glickman, *o.*

Atlantic Advertising Co.

220 West 42nd St., N. Y. 36. Longacre 5-2674. Murry E. Cohen, *p.;* Irving H. Glick, *p.;* M. Charles, *art dir.;* Don Williams, *prod. mgr. A. e.'s:* Irving H. Glick, Murry E. Cohen, Wm. Silverstein, Albert Coleman.

Media Dept.: Wm. Silverstein, *space b.*

Atlas Advertising Agency, Inc.

210 N. Wells St., Chicago 6, Ill. Wh 4-1755. George Broide, *pres.;* C. E. Kaiser, *v.p.;* L. Walker, *sec. & treas.;* Phil Kaiser, *art dir.*

Media Dept.: C. E. Kaiser, *space b.*

Aubrey, Finlay, Marley & Hodgson, Inc.

230 N. Michigan Ave., Chicago 1, Ill. Financial 6-1600. Earl Hodgson, *pres.;* James T. Aubrey, *chmn. bd.;* Robert C. Marley, *v.p. & sec.*

Media Dept.: Gene E. Fromherz, *dir. & tb.;* Marge Nelson, *asst. dir. & tb.;* Pat Kral, *rad. b.*

AGENCIES

Alfred Auerbach Associates, Inc.

4 East 53rd St., N. Y. 22. Plaza 9-2310. Alfred Auerbach, *pres.;* Morton P. Trachtenberg, *v.p.;* Martin Schrader, *v.p.;* Glenn McCaskey, *prod. mgr.;* Werner Abken, *art dir.;* Mrs. Franklin Harmon, *publ. dir. A. e.'s:* Martin Schrader, Morton Trachtenberg.

J. J. Auerbach Co.

103 Park Ave., N. Y. 17. Lexington 2-9660. J. J. Auerbach, *art dir. & rad. dir.*

Leon Auerbach & Co.

18 E. 41st St., N. Y. Murray Hill 3-9448. Leon Auerbach, *p.;* Dorothy M. Auerbach, *p.;* William Kaplan, *art dir.;* Joyce Cohen, *cpy. chf.;* Barbara Davies, *traff. mgr.*

S. Frederic Auerbach Co., Inc.

19 West 44 St., N. Y. 36. Oxford 7-3865. S. Frederic Auerbach, *pres. & treas.;* Gervas Ignacio, *art dir.;* Nancy Cirel, *cpy. chf.;* June King, *prod. mgr.*

Media Dept.: Irene E. Dunne, *dir.*

Auld Advertising

3918 Harry Hines Blvd., Dallas 19, Tex. Lakeside 4558. Orrin C. Auld, *o.;* Torg Thompson, *art dir.;* Lucile Auld, *cpy. chf.*

Earl Avery Advertising

209 Post St., San Francisco, Calif. Yukon 6-0181. C. Earl Avery, *o.*

Wesley Aves & Associates, Inc.

Federal Square Bldg., Grand Rapids 2, Mich. 9-3351. Wesley Aves, *pres.;* W. D. Molitor, *v.p.;* Bertha R. Fahringer, *treas.;* George W. Godden, *art dir.;* Guy E. Greene, *prod. mgr.;* Lorraine B. Shaw, *cpy. chf. A. e.'s:* Wesley Aves, W. D. Molitor, Wm. A. Hagerman, E. F. Davison.

Branch Office:

33 N. Michigan Ave., Chicago 1, Ill. Financial 6-0365. Kenneth C. Ring, *v.p. & mgr. A. e.'s:* Kenneth C. Ring, Lawrence H. Ashcroft.

Axelrad-Lally Advertising

1060 Broad St., Newark 2, N. J. Mitchell 2-8697. Herbert Axelrad, *pres.;* Henry Lally, *sec., treas.;* Bill Lawlor, *a.e.;* Walter Pavel, *art dir.*

Axelsen Advertising Agency, Inc.

420 Continental Bank Bldg., Salt Lake City 1, Utah. Elgin 5-1766. Thomas H. Axelson, *pres.;* Richard M. Crossett, *v.p., prod. mgr.;* Pearl E. Henningson, *sec., treas.;* Don Gorder, *a.e.;* Maxine Thomason, *a.e. & cpy. chf.*

Media Dept.: Pearl E. Henningson, *b.*

Elmer W. Ayer, Advertising

737 N. Seward St., Hollywood 38, Calif. Hollywood 2-3221. Elmer W. Ayer, *pres.;* Kathleen L. Ayer, *v.p.*

Ayer & Gillett Advertising

1022 S. Tryon, Charlotte, N. C. Edison 4-9729. Lewis M. Ayer, *pres.;* Mary B. Gillett, *v.p.;* Irene T. Ayer, *sec. & treas.;* Beth Laney Smith, *tv & rad. dir.;* Charles Gressle, *a.e.;* Bill Withers, *ass't. a.e.;* Joyce Clark, *prod. chf.;* Murray B. Craven, *art dir.;* Kathryn Ridgely, *artist furniture & fashion;* Brodie Brown, *commercial artist.*

Media Dept.: Mrs. Joyce Clark, *chf. of prod.;* Irene T. Ayer, *superv. & space b.;* Charles Gressle, *superv. & space b.;* Beth Laney Smith, *superv., tb. & space b.*

Aylin Advertising Agency

904 Lovett Blvd., Houston 6, Texas. Lynchburg 3766. Robert N. Aylin, *pres.;* Betty W. Aylin, *v.p.;* Mrs. Bernice Summers, *sec. & treas.;* Josephine Moore, *tv & rad. dir.;* Roger I. Helm, *art dir. A. e.'s:* Robert N. Aylin, Charles H. Lewis, Robert A. Lahr.

N. W. Ayer & Son, Inc.

West Washington Sq., Philadelphia 6, Pa. Lombard 3-0100. H. A. Batten, *chmn. bd.;* Warner S. Shelly, *pres.;* Brydon S. Greene, *v.p.;* Kenneth W. Slifer, *v.p. in chg. cpy. dept. (print);* George W. Cecil, *v.p. in connec. with spec. cpy.;* Charles T. Coiner, *v.p. chg. art dept. (print);* James M. Wallace, *v.p. chg. creat. prod. bd.;* L. Davis Jones, *v.p. chg. Phila. serv.;* Leslie D. Farnath, *chg. m. dept. (print);* Richard P. Powell, *v.p. chg. inf. serv.;* Alice P. Kimberline, *sec.;* R. Bruce Jones, *treas.*

Branch Office:

30 Rockefeller Plaza, N. Y. 20. Plaza 7-5700. (The N. Y. office is hdqtrs. for all tv-rad. work and is also the hdqtrs. for pub. rel. dept. and N. Y. serv.) John D. Upton, *v.p. in chg. N. Y. serv.;* Edward R. Dunning, George T. Sweetser, *v.p.'s in connec. with bus. devlpmt.;* John B. Hunter, Seymour Morris, Charles R. Hogen and J. Vance Babb, *v.p.'s in connec. with N. Y. serv.;* Marvin Murphy, *v.p. chg. pub. rel. dept.*

Media Dept.: James E. Hanna, *v.p. in chg. tv & rad. dept.;* Thomas J. McDermott, *v.p. in connec. with tv & rad. dept.;* George D. Gudebrod, *flm. prod.;* Warren F. Warner, *prog. flm. b.;* Charles Wilds, *sports dir.*

Tbs. tv & rad.: Richard St. P. Bunbury, George M. McCoy Jr., Helen K. Hartwig, Paul F. Kizenberger, Frederick K. McClafferty, William H. Millar Jr., Mrs. Elaine Sloat Ogle, Valentine C. Ritter Jr., Mrs. Jeanne N. Sinnott, Isabel V. Ziegler.

Branch Offices:

(All space byng. done in Phila., all tb. in N. Y.) Statler Office Bldg., Boston 16, Mass. Hubbard 2-4970. E. Craig Greiner, *v.p. chg. Boston serv.*

Penobscot Bldg., Detroit 26, Mich. Woodward 5-3322. J. Widman Bertch, *v.p. chg. Detroit serv.;* John W. Garberson, *v.p. in connec. with Detroit serv.*

135 South LaSalle St., Chicago 3, Ill. Andover 3-7111. Allen R. Memhard Jr., *v.p. chg. Chicago serv.;* Sterling E. Peacock, Howard G. Rose, Norman M. Bankart, *v.p.'s in connec. with Chicago serv.*

235 Montgomery St., San Francisco 4, Calif. Sutter 1-2534. Carl Zachrisson, *v.p. chg. San Francisco serv.*

714 Taft Bldg., Hollywood 28, Calif. Hollywood 3-4871. Glenhall Taylor, *mgr. for tv & rad.*

227 Dillingham Bldg., Honolulu 16, Hawaii. 50-3681. James P. Smith, *off. mgr. (also superv. local space and tb.)*

Ayres, Swanson and Associates, Inc.

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Media Dept.: Arthur F. White, *dir.*

Branch Offices:

113 S. 7th St., St. Joseph, Mo. 3-0229. *A. e.'s:* Rod Fletcher, James Enright.

331 Aquila Court Bldg., Omaha 2, Neb. Atlantic 0977. Richard D. Holl, *v.p., personnl dir.;* Harold E. Poff Jr., *v.p., tv & rad. dir., rsrch. dir.;* Warren Swanson, *v.p.;* Arthur White, *sec & treas.;* Adrian Hansen, *art dir.;* Barbara Magnuson, *prod mgr.;* Donald Brown, *cpy. chf.*

Media Dept.: Richard D. Holl, *dir. & space b.;* Harold E. Poff Jr., *talent b. & tb.*

Azrael Advertising Co.

913 N. Charles St., Baltimore 1, Md. Lexington 9-7575-6-7. Maurice Azrael, *pres.;* Claude Gerard, *v.p. & rsrch. dir.;* Sara L. Polack, *v.p. & prod. mgr.;* Robert Hyatt, *v.p.;* Altie Azrael, *sec. & treas.;* Carl Beyer, *art dir. A. e.'s:* Claude Gerard, Carl Brenner, Robert Hyatt, Joseph Walderman.

Media Dept.: Sara L. Polack, *space b.*

Bachman, Kelly & Trautman, Inc.

600 Grant St., Pittsburgh 19, Pa. Court 1-6565. Richard C. Bachman, *pres.;* George E. Kelly, *v.p.;* H. B. Trautman, *v.p. & sec.;* A. A. Logan, *treas.;* Frank Knoerdel, *prod. mgr. A. e.'s:* Richard C. Bachman, George E. Kelly, H. B. Trautman, C. Fredric Volkert.

Media Dept.: Joseph P. O'Donnel, *dir.;* Betty Ritter, *b.*

B. & M. Advertising Co., Inc.

419 Grien Bldg., Box 246, Evansville 5, Ind. Harrison 5-2683. Curtis T. Mushlitz, *pres.;* R. D. Mushlitz, *v.p.;* R. M. Mushlitz, *sec.;* Lucille Barnes, *cpy. chf.;* Fred Theis, *auditor. A. e.'s:* Clyde M. Ricketts, Wayne S. Barrett.

Media Dept.: Curtis T. Mushlitz, *dir., b. & tb.*

BT Nationwide Advertising Service

2108 Payne Ave., Cleveland 14, Ohio. Superior 1-4511. (see Stepien & Associates, Advertising)

Henry Bach Associates, Inc.

245 Fifth Ave., N. Y. 16. Lexington 2-1277. Henry Bach, *pres.;* Gertrude Bach, *sec. & treas.;* Ernest Bragin, *art dir.;* George Felsher, *cpy. chf.;* Milton Hertz, *tv & rad. dir.;* Carl A. Bristel, *pub. dir. A. e.'s:* Henry Bach, George Felsher, Carl A. Bristel, Henry Bloom, Milton Hertz.

Media Dept.: Henry Bloom, *dir.*

Melvin E. Bach & Co.

1225 Raymond Blvd., Newark, N. J. Market 3-2130. Melvin E. Bach, *o.;* Irwin Hanopole, *art dir.;* A. J. Lewis, *cpy. dir. A. e.'s:* Joseph Paskow & M. E. Bach.

Media Dept.: Justine Francek, *dir.*

Bachenheimer-Lewis, Inc.

161 E. 37th St., N. Y. Murray Hill 5-8768. Marshall F. Bachenheimer, *pres.;* Irving Lewis, *v.p. & gen. mgr.;* Sanford Z. Silverberg, *art dir.;* Katherine Allen, *cpy. chf.;*

Eileen Milling, *publ. dir.*

Bachrodt, Newell, O'Kane & Gano
75 E. Wacker Dr., Chicago 1, Ill. Franklin 2-4883. J. C. Bachrodt, *pres. & a.e.;* R. C. Gano, *v.p.;* R. B. Newell, *treas. & a.e. A. e.'s:* Thomas J. O'Kane, Ashley Kennedy.

Philip G. Back Advertising & Public Relations
308 Arkansas Gazette Bldg., Little Rock, Ark. Fr 4-6000. Philip G. Back, *o., cpy. chf. publ. & pub. rels. dir.;* Robert T. Scott, *art dir.;* Valine Boswell, *prod. mgr.;* Marilyn Landman, *rsrch. dir.*
Media Dept.: Philip G. Back, *space b. & tb.;* Philip L. Landman, *dir.*

Bacon, Hartman & Vollbrecht, Inc.
Six Lighthouse Ave., St. Augustine, Fla. Valley 4-1681. Milton E. Bacon, *pres.;* John W. Hartman, *exec. v.p.;* J. C. Macmillan, *v.p.;* Christine W. Genovar, *cpy. chf. & rsrch. dir.;* R. L. Hendricks, *compt.;* Joe James, *art dir.;* Adelaide Wilds, *traff. mgr.;* Elizabeth McManus, *personnl. dir.*
Media Dept.: Tom Evans, *dir.;* Charles Johnson, *ass't dir.*
Branch Offices:
386 Fourth Ave., N. Y. Lexington 2-1760. John W. Hartman, *exec. v.p.*
First Federal Savings Bldg., Jacksonville, Fla. Elgin 4-6465. J. C. Macmillan, *v.p.*

Badger and Browning & Hershey, Inc.
550 Fifth Ave., N. Y. 36. Circle 7-3719. Joseph L. Badger, *chmn.;* Franklin S. Browning, *pres. & treas.;* Richard M. Mason, *dir. mdsg.*

Badger and Browning & Parcher, Inc.
75 Federal St., Boston 10, Mass. Liberty 2-3364. Joseph L. Badger, *chmn. bd.;* Clifford Parcher, *pres.;* William B. Lowther, *v.p.;* Franklin S. Browning, *treas.;* M. C. Scott, *ass't treas.;* Roland M. Newhall, *art dir.;* Helena Wallace, *prod. mgr.;* Richard Mason, *dir. mdsg. A. e.'s:* C. P. Parcher, William B. Lowther, Franklin S. Browning Sr., Franklin S. Browning Jr., L. Donald Gilmore, Richard M. Mason.

W. H. Badke Advertising Agency
161 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 2-3010. W. H. Badke, *o.*

Baer-Corcoran Advertising Agency
Times Bldg., N. Y. 36. Longacre 3-3478. H. Laurence Baer, *p.;* William F. Corcoran, *p.*

S. C. Baer Co.
800 Broadway, Cincinnati 2, Ohio. Parkway 1-0409. S. C. Baer, *chmn. bd.;* C. Martin Spicer, *pres.;* R. J. Kemble Jr., *v.p. & sec.;* S. A. Schulte, *v.p.;* Mrs. B. M. Schott, *sec. & prod. mgr.;* Morris Fogel, *cpy. chf.;* R. R. Kelly, *tv & rad. dir.;* Mrs. Ruth Mode, *publ. dir.;* Mrs. T. F. Rider, *persnnl. dir. A. e.'s:* J. R. Keller, R. R. Kelly, R. J. Kemble, S. A. Schulte, C. M. Spicer, F. X. Temmen, W. G. Vester.

Bahn Advertising Co.
115 Chauncy St., Boston 11, Mass. Liberty 2-4206. Samuel Bahn, *o. & tb.*

Baisch Advertising Agency
905-1010 Euclid Bldg., Cleveland, Ohio. Paul H. Baisch, *o. A. e.'s:* Jack Adams, R. H. Blake.

A. N. Baker Advertising Agency, Inc.
189 Madison St., Chicago 2, Ill. Franklin 2-8895-6. A. N. Baker Jr., *chmn. & pres.;* L. A. Baker, *sec.;* H. Reda, ass't *treas.;* A. H. Austin, *art dir.;* S. C. Staley, *prod. mgr.;* F. O'Connell, *cpy. chf.;* A. Jansky, *libr. A. e.'s:* A. N. Baker Jr., C. Johnson, F. Liska.

Baker Advertising, Inc.
36 Lewis St., Hartford 3, Conn. 2-1254. Frederick E. Baker, *pres. & treas.;* R. H. Latamore, *gen. mgr.;* F. J. LeFevre, *art dir.;* Joe Francis, *tv dir. A. e.'s:* Elliott D. Jordan, John P. McDonnell.

Baker Agency
Box 1058, Omaha 3, Neb. We 2500. L. William Baker, *p.;* Pauline E. Baker, *p.;* Ruth Dobrovolny, *traff. mgr.*

Baker Associates
8 W. 2nd South, Salt Lake City, Utah. Da 2-3161. George W. Baker, *o.*

Baker and Baker & Associates, Inc.
651 Hippodrome, Cleveland 15, Ohio. Main 4172. Earl E. Humphrey, *pres.;* M. K. Baker, *sec. & treas.*

Baker-Denton Corp.
76 Front St., Holyoke, Mass. Jefferson 3-3952. Kenneth N. Denton, *pres.;* Edward G. Rounds, *sr. v.p.;* Dorothy B. Linton, *v.p.;* Fernand Willemain Jr., *v.p. & art dir.*

Erie Baker Advertising
737 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-6316. Dorothy Larrison, *cpy. chf.;* B.A . Benson, *art dir. A. e.'s:* E. K. Baker, H. F. Trahey.
Media Dept.: Mathilda Clay.

Frederick E. Baker & Associates
317 Vance Bldg., Seattle 1, Wash. Main 1555. Frederick E. Baker, *sr. p. & a.e.;* Irving E. Stimpson, *p., mgr. & a.e.;* Judson C. Hubbart, *cpy. chf.;* George M. Couche, *prod. mgr.;* Robert Woodcock, *art dir.;* Rufus Carlson. *A. e.'s:* Robert A. Baker, Edwin S. Coombs Jr., Harry M. Watson, Paul W. Seibert, Peter Lyman.
Media Dept.: Patricia N. Olson, *b.*

Baker, Johnson & Dickinson
740 N. Plankinton Ave., Milwaukee 3, Wis. Broadway 3-6833. James A. Baker, *mng. part.;* Wilbur E. Johnson, *gen mgr.;* Haughton W. Dickinson, *finan. part.*
Media Dept.: Richard W. Harrison, *m. rsrch. part.;* Francine Kirschner, *b.;* Jack Meagher, *dir. tv & rad. & tb.*

Lynn Baker, Inc.
720 Fifth Ave., N. Y. 19. Judson 6-3900. Lynn Baker, *pres. & a.e.;* Mary Bentley Baker, *v.p. & a.e.;* Augustine J. Hilton, *v.p., gen. mgr. & a.e.;* Jack M. Kline, *v.p. & rsrch. dir.;* Albert Lynd, *v.p. & cpy. dir.;* Dorothy K. Smith, *sec.;* John L. Cavanaugh, *treas.;* O. Paul Fuerstenberg, *prod. mgr.;* David E. Durston, *tv & rad. dir. A. e.'s:* James Evans, Harry Kebel.
Media Dept.: William Dollison, *tb.*

Baldwin, Bowers & Strachan, Inc.
374 Delaware Ave., Buffalo 2, N. Y. Madison 6020. William M. Baldwin, *pres.;* Kenneth Strachan, *sec. & treas.;* Everett L. Bowers, *v.p.;* Norton E. Forgie, *v.p.;* Howard R. Keating, *v.p. & a.e.;* Everett L. Thompson, *v.p., tv & rad. dir.;* Robert L. Schimpf, *prod. mgr.;* Peter Van Scozza, *art dir.;* L. Richard Hart, *compt.;* Joseph H. Radder, *creat. dir., tv & rad. A. e.'s:* Charles L. Wells, Theodore Higinbotham, Malcolm L. Barney, Howard Schellenberg.

Ball & Davidson, Inc.
670 Delaware St., Denver, Colo. Main 3-1291. C. A. Salstrand, *pres.;* Durey G. Ranck, *v.p.;* K. Jenkins Salstrand, *sec.;* D. Jenkins, *treas.*

T. H. Ball & Son
850 Euclid Ave., Cleveland 14, Ohio. Cherry 1-3947-8. T. H. Ball, *pres. & treas.;* S. W. Ball, *v.p. & sec.*

William Balsam Advertising Agency
185 N. Wabash Ave., Chicago 1, Ill. Central 6-9678.

Art J. Banach Studios
2652 N. Nordica Ave., Chicago 35, Ill. Merrimac 7-7672. Art J. Banach, *o. & prod. mgr.;* Jim Schubert & Stan Sczepanski, *art dirs.;* Richard Incrocci, *publ. dir.*
Media Dept.: Dan Czubak, *dir.*

Arthur Bandman Advertising
95 Madison Ave., N. Y. 16. Lexington 2-8688.

Clayton F. Bane Advertising
391 Monterey Blvd., San Francisco 12, Calif. Juniper 6-4386.

Banning Co.
3142 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 8-3456. W. L. Banning, *pres., o. & a.e.;* Sonia Starr, *cpy. chf. & a.e.;* Harry McQuistion, *art dir.*
Media Dept.: Dorothy Christensen.

Baran-Walters Advertising Agency
121 S. Main St., Tulsa, Okla. Diamond 3-7877; Luther 3-2316. H. E. Baran, *pres. & a.e.;* S. M. Walters, *v.p.*
Media Dept.: H. E. Baran, *dir.;* Paul Spidell, *a.e. & tv tb.;* Peter Gerald, *a.e. & rad. tb.*

Barber & Drullard, Inc.
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Reuben Barkow Advertising
45 W. 45th St., N. Y. 36. Judson 2-4424.

AGENCIES

Reuben Barkow, *o.*

Barlit Productions, Inc.

225 N. Michigan Ave., Chicago 1, Ill. Central 6-0722-3-4. Michell Barkas, *pres.;* Merrill Litow, *v.p. & treas.;* George Litow, *sec.;* Ida Roehl, *cpy. chf.;* Naomi Kearnes, *prod. mgr.*

Media Dept.: Myrna Hoffman, *dir.*

Barlow Advertising Agency, Inc.

742 James St., Syracuse 3, N. Y. 9-6644. Hugh H. Goodhart, *chmn.;* F. B. Tompkins, *pres.;* J. J. Hines, *sr. v.p.;* H. C. Millard, *v.p. & art dir.;* J. R. Coleman, *v.p.;* George F. Swartz, *v.p.;* Robert K. McCabe, *v.p.;* Arthur M. Speers, *sec. & treas.;* Marc L. Hughes, *prod. mgr.;* Edward C. Jones, *tv & rad. dir.;* Charles Hammond, *publ. dir. A. e.'s:* H. H. Goodhart, F. B. Tomkins, Robert K. McCabe, B. J. Stapleton, J. A. Macken.

Media Dept.: Elizabeth Fielder, *dir.*

Barnes Advertising Agency, Inc.

312 E. Wisconsin Ave., Milwaukee 2, Wis. Broadway 6-2393. John Barnes, *pres. & a.e.;* Kenneth J. Goelzer, *exec. v.p. & a.e.;* E. R. Wholihan, *v.p. & a.e.;* Mabel Barnes, *sec.;* John Barnes III, *treas. & a.e.;* Anita Marten, *mgr.;* Norman Morey, *art dir.;* Orrin B. Hammond, *cpy. chf. & rad. dir.;* Rita Gotkin, *tv dir. A. e.'s:* Roger W. Genske, Ralph Duke.

Media Dept.: J. D. Patton, *b.*

Barnes Chase Co.

530 Broadway, San Diego 1, Calif. Belmont 3-7771. Norman R. Barnes, *pres.;* Norman B. Foster, *v.p. & a.e.;* Frank Huff, *v.p. & a.e.;* L. B. Parker, *v.p. & art dir.*

Branch Offices:
3450 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 4-1193. Charles Davis, *v.p. & mgr.*, Charles Estvan Jr., *art dir.;* Jack Westlake, *prod. mgr.;* Ivan T. Galanoy, *a.e.;* Bianca Magoffin, *a.e.*
145 Montgomery St., San Francisco 4, Calif. Exbrook 7-0477. John Markey, *mgr.;* Thomas A. Panages, *a.e.;* Lewis J. Short, *art dir.*

Arthur C. Barnett Advertising

520 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-7725. Arthur C. Barnett, *o.;* M. C. Schwartz, *prod. mgr. A. e.'s:* A. C. Barnett, E. R. Haan.

Media Dept.: E. M. Barnett, *space.*

Barnett & Barnett

American Life Bldg., Birmingham 3, Ala. Alpine 2-1415. Ed Willis Barnett, *p.;* Edith Mabry Barnett, *p.;* Alton Raye, *art dir.*

Howard Barney & Co., Inc.

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Media Dept.: George Berkowitz, *space b.*

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Ted Bernstein Associates

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Media Dept.: Earl Olson, *dir.*

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Media Dept.: Edwin A. Trizil, *dir.*; Katherine L. Knight, *tb.*

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Media Dept.: John H. Van Wart, *dir.*

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655 Broadway Bldg., Denver 3, Colo. Acoma 2-1876. R. J. Betts, *pres., treas., cpy. chf. & a.e.*; C. A. Haskell, *sec.*; E. Larson, *prod. mgr.*; Kenneth W. Drager, *tv & rad. dir. & a.e.*

Media Dept.: Kenneth W. Drager, *tb.*; R. J. Betts, *space b.*

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Media Dept.: Robert J. Fitzgibbon, *dir.*

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Media Dept.: Joan Bishop, *b.*

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Media Dept.: W. Arthur Fielden, *suprv.;* Natalie Guerra, *tb.*

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Black & Musen

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Media Dept.: Mary E. McDonnell, *space b.*

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Media Dept.: S. M. Zerbe, *space b.*

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Media Dept.: R. L. Orton.

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Branch Office:
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Media Dept.: Charlotte Gibson, *dir. & space b.*

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Media Dept.: R. S. Liptak.

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Media Dept.: Frances P. Cochrane, *dir., tb. & space b.*

Borough Advertising Agency, Inc.
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261 Madison Ave., N. Y. 16. Oxford 7-2797. Elizabeth Eyerly, *exec. v.p. & mgr.*
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Willard E. Botts Advertising, Inc.
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Media Dept.: Mrs. Irene Russel, *space b.*

Henry T. Bourne Advertising Agency, Inc.
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Boxley Advertising Co.
2630 Holland-Sylvania Rd., Toledo, Ohio. Jo 9369. Hazel Boxley, *o.*

John R. Boyd Co.
4814 Loma Vista Ave., Los Angeles 58, Calif. Ludlow 9-1644, 5-1101. John R. Boyd, *o.;* Owen Crain, *art dir.;* Ben Ellison, *cpy. & prod. mgr.;* J. Helman, *off. mgr. & sec.*
Media Dept.: John R. Boyd, *tb. & space b.*

Henry P. Boynton Advertising Agency, Inc.
1514 Prospect Ave., Cleveland 15, Ohio. Henry P. Boynton, *pres. & treas.;* B. Van Dellen, *art dir.*

Bozell & Jacobs, Inc.
2 W. 45th St., N. Y. 36. Murray Hill 7-6210. Donald D. Hoover, *gen. mgr.;* Henry Obermeyer, Vincent R. Fowler, Don Underwood, *v.p.'s.*
Branch Offices:
510 Electric Bldg., Omaha 2, Nebr. Jackson 8030. Morris E. Jacobs, *pres.;* F. C. Miller, *gen. mgr.*
1308 Tower Bldg., Seattle, Wash. Mutual 6027. R. H. Wensberg, *gen. mgr.;* Lloyd Stackhouse, Stan Pforr, *v.p.'s.*
1803 N. Meridian St., Indianapolis 2, Ind. Walnut 3-4525. Chas. A. Gallup, *gen. mgr.;* Ralph Roberts, *v.p.*
205 N. LaSalle St., Chicago, Ill. Central 6-0870. Nathan E. Jacobs, *gen. mgr.;* Alan Jacobs, Philip Rouda, Henry Flarsheim, A. D. Reiwitch, *v.p.'s.*
501 Sheraton Bldg., 711 14th St., N. W., Washington, D.C. Sterling 3-2406. Max Barnes, *mgr.*
2110 N. Charles St., Baltimore 14, Md. Belmont 5-2083. Arthur Booth, *v.p.*
401 wcco Bldg., Minneapolis 2, Minn. Main 4527. Sam Kaufman, *gen. mgr.;* Lloyd Borg, *v.p.*
324 Fairfield Bldg., Shreveport, La. 3-6124. Walter T. Pfeiffer, *gen. mgr.;* Harold Anthony, *v.p.*
421 Caroline St., Houston 2, Tex. Fairfax 4106. Carl Storey, P. L. Pellerin, *v.p.'s.*
1016 Baltimore Bldg., Kansas City 5, Mo. Baltimore 4997. B. S. Bremson, *mgr.*
340 N. Rodeo Drive, Beverly Hills, Calif. Bradshaw 2-2081. Archie Jacobs, *mgr.*

Bracy & Bracy
1030 Euclid Ave., Cleveland 15, Ohio. Superior 1-7088. Mrs. Frances M. Bracy, *o.*

Bradford Advertising Co.
3105 E. Grand Blvd., Detroit 2, Mich. H. F. Bradford, *o.*

Bradham & Co.
Piedmont Bldg., Greensboro, N. C. 4-8467. George W. Bradham, *pres.;* Page H. Bradham, *v.p.;* Henry C. Rowe, *art dir.;* Harry Jacobs, *ass't art dir.*
Media Dept.: Ernestine Bartlett, *space b.*

Robert E. Bradham Advertising
50 Broad St., Charleston, S. C. 3-2743, 3-2744. Robert E. Bradham Sr., *pres. & o.;* Robert E. Bradham Jr., *a.e.;* Betty Lemon, *prod. mgr.;* Alicia Rhett, *art dir.;* Marlene Radecke, *tv dir.*
Media Dept.: Robert E. Bradham Sr., *tb.*

Bradley, Graham & Hamby
1225 Pickens St., Columbia 1, S. C. 3-8559. Cora D. Graham, *pres., prod. mgr., publ. dir. & a.e.;* Jane H. Bradley, *v.p. & art dir.;* Lottie D. Hamby, *sec., treas., cpy. chf., rad. dir. & a.e.;* Margaret B. Belser, *libr.*
Media Dept.: Lottie D. Hamby, *dir., tb. & space b.*

Phil Bradley Advertising
710 N.W. Federal Bldg., Minneapolis, Minn. Atlantic 7274. Phil Bradley, *p.;* Florence I. Bradley, *p.;* M. Shoop, *art dir.;* Clarence Fyten, *a.e.*

Bradley, Rian
710 Northwestern Federal Bldg., Minneapolis 3, Minn. Fe 2-7274. Phil Bradley, *p.;* Clifford J. Rian, *p.*

Brady Co.
Irving Zuelke Bldg., Appleton, Wis. Regent 4-5743. Richard H. Brady, *pres., treas. & a.e.;* Robert V. O'Brien, *exec. v.p. & a.e.;* Richard M. Baker, *v.p. & publ. dir.;* Elmer Otte, *v.p. & a.e.;* Gordon Fisher, *v.p.;* Charles E. Prieve, *sec.;* Daniel P. Knowlton, *ass't sec.-treas.;* Gordon Fisher, *art dir.;* Edwin Legard, *art dir.;* Robert Snyder, *traff.;* William M. Fulton, *prod. mgr.;* Marjorie L. Leech, *rsrch. dir.*

AGENCIES

Arthur Braitsch Advertising

15 Westminster St., Providence 3, R. I. Dexter 1-5313, 1-4115. Arthur Braitsch, *prop., rad. dir.;* Roberta A. Silvia, *sec.*

Media Dept.: John A. Lorimer, *tb. & space b.*

Michael Brand Associates

8820 Sunset Blvd., Hollywood 46, Calif. Crestview 6-2991. Michael Brand, *chmn. rad. dir. & a.e.*

Louis A. Brandenburg Advertising

P.O. Box 7121, Tulsa 18, Okla. Riverside 2-4771. Louis A. Brandenburg, *o.*

William Brandewiede Jr. Advertising Agency

3452 Tennessee Ave., St. Louis 18, Mo. Mohawk 4-5860. William Brandewiede Jr., *o.*

Brandt Advertising Co.

400 W. Madison St., Chicago 6, Ill. Franklin 2-2870. E. S. Brandt, *pres.;* A. M. Hannon, *sec. & treas.;* D. B. Bishop, *prod. mgr.*

Richard T. Brandt, Inc.

Keith Bldg., Cleveland 15, Ohio. Prospect 1-4020. Richard T. Brandt, *pres. & treas.;* A. W. Lehman, *v.p.;* Eleanor Clark, *sec.;* Vincent J. Schupp, *prod. mgr.*

Branstater Associates, Inc.

11 E. 44th St., N. Y. 17. Murray Hill 2-4864. H. F. Branstater, *pres.;* M. V. Barr, *sec. & treas.;* M. D. Kester, *ass't treas.;* F. Childrey, *art dir.;* E. G. Diercks, *prod. mgr.*

Media Dept.: N. Dahl, *space b.*

J. Carson Brantley Advertising Agency

Owen Bldg., Salisbury, N. C. 900. J. Carson Brantley, *pres. & rad. dir.;* A. R. Monroe, *sec. & treas.;* Gladys Dudley, *art dir.*

Jack Brashear Advertising

300 Odd Fellows Bldg., Sacramento 14, Calif. Gilbert 2-6679. Jack Brashear, *o. & mgr.;* Melva S. Brashear, *sec. & treas.*

Braun & Miller Advertising Agency

1212 Chestnut St., Philadelphia 7, Pa. Walnut 3-0546.

Vincent J. Bravo, Inc.

53 N. Park Ave., Rockville Centre, N. Y. 4-7500. Vincent J. Bravo, *pres. & a.e.;* Anthony J. Fontana, *art dir.;* V. J. Bravo, *a.e.*

Media Dept.: A. J. Bravo, *space b.*

Brazell Advertising Agency

3839 Aberdeen Way, Houston 25, Tex. Mohawk 4-3277. W. Allen Brazell, *pres.;* Angela V. Perez, *prod. mgr.*

Warren K. Bredlow Advertising Agency

2303 Alice St., Dallas 1, Tex. Pr 1601. Warren K. Bredlow, *o.;* William Axtell, *cpy.;* Betty Atteberry.

Media Dept.: Elizabeth Bredlow.

Breig Associates

1715 Walnut St., Philadelphia 3, Pa. Rittenhouse 6-3886-7. Jean H. Breig, *pres. & a.e.;* Margaret K. Zecher, *publ. dir.;* Cynthia Yeager Dodson, *prod. mgr.*

Branch Office:
Boston, Mass. Gloria P. Beutner, *mgr.*

Bresnick Co., Inc.

216 Tremont St., Boston 16, Mass. Liberty 2-7751. Oscar Bresnick, *pres.;* James S. Morgenthal, *v.p. & acct. superv.;* Leonard Karsakov, *v.p. & art dir.;* George Carroll, *v.p. chg. mdsg. & rsrch.;* Arthur Michel, *v.p. & pub. rel. dir.;* Leo Barron, *prod. mgr.;* Ruth Adelson, *cpy. chf. A. e.'s:* John Normand, Eileen Jamieson, W. H. Roberts Jr., Michael Kraft, John W. Spellman Jr.

R. C. Breth, Inc.

310 Pine St., Green Bay, Wis. Hemlock 2-4650. R. C. Breth, *pres. & tb.;* Victor G. Geisel, *v.p.;* Blaine S. Williams, *v.p. & tb.*

Brennan, McGary, Robinson, Inc.

1414 W. Clay St., Houston 19, Tex. Linden 7581. J. Earl Brennan, *pres. & a.e.;* John E. McGary, *exec. v.p. & a.e.;* Byron Robinson, *v.p. & a.e.;* W. S. Brennan, *sec. & treas.;* Jessie O. Wade, *prod. mgr.;* Knight Rector, William Cameron, *a.e.'s;* Jane Bryan, *cpy. & schdlg. coordntr.;* Harry Congdon, *art dir.;* Nat Cartmell, *dir. art prod.;* Henrietta Englander, *ass't to exec. v.p.;* Genevieve Richard, *libr.*

Bruce B. Brewer & Co.

900 Walnut St., Kansas City 6, Mo. Harrison 4890. W. M. Giesecke, *p. & a.e.;* Bruce B. Brewer, *p. & a.e.;* Kent Boyd, *p. & a.e.;* O. P. Luther, *p.;* Charles R. Strotz, *p.;* Quentin V. Brewer, *p.;* John S. Kirwan, *tv & rad. dir. & a.e.;* F. E. Steinman, *prod. mgr.;* W. F. Elliot, *art dir.;* Robert L. Kratschmer, *art dir.;* A. L. Lockhart Jr., *creat. dir. A. e.'s:* James H. Barickman, Clifton G. Nothdurft, Richard W. Dodderidge W. M. Giesecke.

Media Dept.: M. E. Klein, *b.*

Branch Office:
400 Foshay Tower, Minneapolis 2, Minn. Federal 3-8101. Charles R. Strotz, *p., mgr. & a.e.;* Wesley G. Marquette, *art & prod. dir.;* C. R. Stroltz, *p. & a. superv.;* L. M. Booton, *p. & a.e.;* Wesley Marquette, *art dir.;* Walter Erickson, *prod. mgr.;* Frank Tuttle, *tv & rad. dir.;* Wm. M. Bryngelson, *creat. dir. A. e.'s:* L. M. Booton, Wilton A. Krause, Dene A. Carney.

Media Dept.: Mary Ann Schultz, *b.*

Harry P. Bridge Co.

1201 Chestnut St., Philadelphia 7, Pa. Pe 8-0330. Harry P. Bridge, *pres.;* Walter Werbos, *v.p.;* Ethel Baer, *sec.;* Nan J. Broomfield, *prod. mgr.;* Ellis Fuller, *art dir. A. e.'s:* Byard P. Bridge, Matthew E. Miller.

Bridges-Sharp & Associates

407 Gem City Savings Bldg., Dayton, Ohio. Michigan 4786-4787. W. James Bridges, *pres.;* Jack C. Sharp Jr., *v.p.;* Charles Oppenheimer, *tv & rad. dir.;* Marian Gable, *a.e.*

Briggs & Varley, Inc.

15 E. 48th St., N. Y. 7. Plaza 5-8533. Joseph L. Boland Jr., *pres. & a.e.;* David Lewis, *v.p., prod. mgr. & a.e.;* Mary R. McIlwaine, *sec. & treas.;* John J. Kennedy, *a.e.*

Julian Brightman Co.

702 Beacon St., Boston 15, Mass. Co 6-0430-1. Julian Brightman, *pres. & a.e.;* Sidney Kerber, *ass't to pres. & a.e.;* Irene H. Keller, *sec. & traff. mgr.;* Morris Cohen, *treas.;* James DeLaria, *ass't prod. mgr.*

Brindley-Roth, Inc.

600 Griswold, Detroit 26, Mich. Woodward 1-8295-6. R. Benton Brindley, *pres., treas., tv. & rad. dir., a.e.;* H. W. Roth, *v.p.; art dir., prod. mgr., a.e.;* Peter R. Miller, *cpy. chf.;* Margaret L Brindley, *a.e.*

Media Dept.: M. H. Yodish, *dir. & space b.;* R. Benton Brindley, *tb.*

Brinley Advertising Agency

4602 Cedar St., Bellaire 1, Tex. Madison 3-8686, Mohawk 4-4400. J. F. Brinley, *gen. mgr., cpy. & m. chf.;* V. H. Brinley, *sec.-treas.;* C. B. Jones, *assoc. art dir.;* W. A. Carter, *assoc. art dir.;* P. Endicott, *assoc. tv dir.;* R. G. Dunn, *assoc. rad. dir.*

Brisacher, Wheeler & Staff (Merged with Cunningham & Walsh after Yearbook deadline)

1660 Bush St., San Francisco, Calif. Prospect 6-2600. F. C. Wheeler, *pres.;* Walton Purdom, *exec. v.p.;* Robert Brisacher, *v.p.;* Ettore Firenze, *v.p. & art dir.;* Lester A. Friedman, *v.p. & cpy. dir.;* C. E. Ball, *v.p.;* Richard I. Clark, *rsrch. dir.*

Media Dept.: Richard I. Clark, *dir.;* Mary Elizabeth Loeber, *tb.;* Eve Ross, Pat Condon, *space bs.*

Branch Office:
Empire State Bldg., 350 Fifth Ave., N. Y. 1. Bryant 9-5600. Richard L. Ide, *v.p., exec. in chg.*

George Brodsky Advertising, Inc.

520 N. Michigan Ave., Chicago, 11, Ill. De 7-5694-5. George David Brodsky, *pres.;* Robert Gernand, *a.e.*

Rowland Broiles Co.

Dan Waggoner Bldg., Ft. Worth 2, Tex. Fannin 2261. Rowland Broiles, *chmn. exec. comm.;* Maxwell Goodman, *pres. & a.e.;* Jay Frank Lively, *v.p. & art dir.;* Claudia Benge, *sec., rad. dir. & a.e.*

Bromley Advertising Agency

3821 Harriet Ave., Minneapolis 9, Minn. Co 1219. Edw. St. J. Bromley, *o.;* Floyd E. Bromley, *assoc. treas.;* Fred Wilson, *art dir.*

Media Dept.: Edw. St. J. Bromley, *space b.*

Brooke, Smith, French & Dorrance Inc.

52 Vanderbilt Ave., N. Y. 17. Murray Hill 6-1800.
Walter C. Ayers, *pres.;* L. C. Barlow, *v.p. & dir. mktg.;* Jay Berry, *v.p.;* William A. Walker, *v.p.*

Media Dept.: L. C. Barlow, *dir.;* H. E. Pengel, *mgr.*

Branch Offices:
8469 E. Jefferson Ave., Detroit 14, Mich. Va 2-9700. Guy C. Smith, *chmn. of bd. & treas.;* Jack G. Williams, *chmn., exec. comm.;* Herbert R. Bayle, *v.p.;* John R. Bowers, *v.p.;* William B. Gebhardt, *dir. tv & rad.;* H. Kenneth Jones, *v.p., dir. mktg. & rsrch.;* George Johnston, *v.p.;* C. Allison Monroe, *v.p.;* John S. Pingel, *v.p.;* Blount Slade, *v.p.,*

dir. creat. serv.; Roy M. Marshall, *bus. mgr.*

Media Dept.: Herbert R. Bayle, *dir.;* John R. Bowers, *mgr.;* L. L. Druckenmiller, F. C. Nordsiek, H. E. Rumble, *dirs.*

149 California St., San Francisco 11, Calif. Yukon 6-6836. King Harris, *pres.;* Parker Wood, *exec. v.p.;* David Orthwein, *v.p. & gen. mgr.*

Brooke Smith, French & Dorrance of the Pacific Coast, Inc.

149 California St., San Francisco, Calif. Yukon 6-6836. King Harris, *pres.;* Parker Wood, *sr. v.p.;* Harvey West, *v.p.;* Doris Williams, *rsrch. dir.*

Media Dept.: Dorris Williams, *dir. & b. all.*

Branch Office:
Wilshire Blvd., Los Angeles, Calif. Harvey West, *v.p.*

Brookes & Sons Co.

801 S. Wells St., Chicago 7, Ill. Harrison 7-9470. Morton S. Brookes, *chmn.;* Morton S. Brookes Jr., *pres. & treas.;* J. Fred Vickey, *v.p. & a.e.;* Marion Schmidt, *a.e.;* M. L. Heinrichs, *sec. & art dir.*

Brooks Advertising Agency

1610 Argyle Ave., Hollywood 28, Calif. Hollywood 4-1158. A. R. Brooks, *pres. & a.e.;* Don Fawcett, *cpy. chf.;* Jean Shay, *prod. mgr.*

Media Dept.: Jean Shay, *dir. & tb.*

Bernard M. Brooks Advertising

400 Aztec Bldg., San Antonio 5, Tex. G. 3454. Bernard M. Brooks, *pres.;* Betty Clark, *sec.;* Al Newman, *prod. mgr.;* Hull Youngblood, *a.e.*

Brooks & London Advertising

1920 Chestnut St., Philadelphia 3, Pa. Lo 4-1585. Robert H. Brooks, *p.;* Lew London, *p.;* Franklin C. Tosh, *art dir.*

Brooks-Pollard Co.

Boyle Bldg., Little Rock, Ark. Franklin 2-2168. Robert H. Brooks, *sr. p.;* Al Pollard, *jr. p.;* B. H. Lowry, *prod. mgr.*

S. M. Brooks Agency

Union Natl. Bank Bldg., Little Rock, Ark. Fr 21874. Sidney M. Brooks, *o.;* E. L. Saunders, *v.p. & prod. mgr.;* A. Hall Allen Jr., *art dir.*

Media Dept.: Mrs. Mattie Griffith, *space b.*

D. P. Brother & Co.

General Motors Bldg., Detroit, Mich. Trinity 2-8250. D. P. Brother, *pres.;* Gus S. Warren Jr., *exec. v.p.;* Carl Georgi Jr., *v.p.;* Kenneth G. Manuel, *v.p.;* L. R. Mange, *v.p.;* Walker R. A. Graham, *v.p.;* Sheldon Moyer, *v.p.;* Thomas J. King, *v.p.;* Valentine Corradi, *v.p.;* Vincent H. Bergmann, *rsrch. dir.;* C. J. Rudesill, *sec. & treas.;* Frank E. Reschke, *prod. superv.;* D. E. Delozier, *prod. mgr.;* David Brank, *v.p.*

Media Dept.: Carl Georgi Jr., *dir.;* Watts Wacker, *assist. dir.*

Branch Offices:
720 Fifth Ave., N. Y. Columbus 5-1044. Frank Egan, *v.p. & mgr.*

1680 N. Vine, Hollywood, Calif. Hollywood 2-7675. A. C. Cochrane, *mgr.*

Brough Advertising

301 Lacey Bldg., Dallas 1, Tex. Ri 9081. John J. Brough, *pres.;* Evelyn B. Brough, *v.p.;* Elizabeth Dotson, *treas.;* Joe Van Benton, *prod. mgr.*

Brown Advertising Agency

Everett Bldg., Akron 8, Ohio. Donald E. Brown, *pres.;* Stewart L. Brown, *v.p.;* Shirley Dreher, *sec.;* D. E. Smith, *prod. mgr.*

Brown Advertising Agency, Inc.

Miller Bldg., Columbia, Mo. 2-3143. R. Grant Neds, *pres.;* Bernard Wardlow, *v.p. & art dir.*

Brown Advertising Services

110 W. Fayette St., Baltimore 1, Md. Plaza 2-2350. E. Rice Brown, *pres., treas., prod. mgr.;* H. C. Brown, *v.p. & sec.;* Alban A. Abrams, *art dir.;* Charles L. Munnerlyn, *cpy. chf.*

Media Dept.: E. Rice Brown, *b.*

Byron H. Brown & Staff, Inc.

8421 Wilshire Blvd., Beverly Hills, Calif. Olive 3-2320. Byron H. Brown, *pres., treas. & a.e.;* Emmett H. Crotzer, *v.p. & a.e.;* Ted Poyser, *art dir.;* Wanda S. Matthews, *personnl. dir. A. e.'s:* Lee Oliver, L. B. Moses, Stephen C. Scott.

C. Franklin Brown, Inc.

20 N. Wacker Dr., Chicago 6, Ill. Central 6-5377. C. Franklin Brown, *pres., treas. & a.e.;* Kathleen F. Brown, *v.p.;* Russell Milburn, *v.p. & art dir.;* Jim Angarola, *prod. mgr. A. e.'s:* W. P. Deaver, Lane K. Newberry.

Media Dept.: Sally Paul, *space b.*

Carl S. Brown Co., Inc.

630 Fifth Ave., N. Y. 20. Plaza 7-4610. Carl S. Brown, *pres., treas. & a.e.;* Elias B. Baker, *v.p. & a.e.;* Samuel E. Gill, *v.p. & a.e.;* Robert P. Crane Jr., *v.p. & creat. dir.;* Isabel M. Hart, *v.p. & sec.;* Raymond B. Healy, *v.p.;* Charles W. Curran, *dir. rsrch.;* J. Lawrence Barnard, *mdse. dir.;* Robert F. Kirby, *prod. mgr.;* George D. Erben, *art dir.*

Media Dept.: Raymond B. Healy, *dir.;* Rose-Marie Vitanza, *tb.*

Daniel E. Brown Advertising

4 Exeter St., Baldwin, L. I., N. Y. Baldwin 3-4646. Daniel E. Brown, *pres., sec. & a.e.;* Lee Brown, *v.p. & art dir.;* Murry Hirsch, *prod. mgr.;* Jules Golumb, *cpy. chf. A. e.'s:* Harold Imber, Jack Fleischer.

Dick Brown Advertising

State Bank Bldg., Laurinburg, N. C. 1290 or 1111. W. S. "Dick" Brown, *mgr.*

E. H. Brown Advertising Agency

20 N. Wacker Dr., Chicago 6, Ill. Franklin 2-9494. E. H. Brown, *o. & a.e.;* D. E. Meintzer, *prod. mgr. Art Dept.:* Melvin J. Beagle, Earl Westrom; *Cpy. dept.:* E. G. Brown, George D. Johnson. *A. e.'s:* J. B. Allen, B. M. Campbell, A. R. Crabb, Jim Duffy, Jim Roe, E. T. McGoldrick, C. S. Petersen.

Page Noel Brown, Inc.

270 Park Ave., N. Y. Eldorado 5-2850. Elliott Nonas, *pres.;* Bertram N. Lief, *sr. v.p.;* Evan Roberts, *res. dir.*

Media Dept.: Elliott Nonas, *exec. in chg., tv b.;* Evan Roberts, *rad., newsp., cons. mags. b.;* Bernard Bishop, *rad., newsp., trade mags. b.*

E. Scott Brown Advertising

33 Kimberly Pl., New Canaan, Conn.

George F. Brown Advertising & Art Service

Cattaraugus, N. Y.

Brown & Gravenson, Inc.

101 W. 31st St., N. Y. 1. Bryant 9-9858. Sidney M. Brownstein, *pres., treas., rad. dir. & a.e.;* R. R. Brownstein, *v.p., sec. & cpy. chf.;* Edward Bernfeld, *art dir. & rsrch. dir.;* Ben Inwood, *prod. mgr. & publ. dir.;* Mel Marks, *traff. mgr.;* Saul M. Katz, *personnl. dir. A. e.'s:* Alex Richman, Nat Richmond.

J. Gerald Brown Advertising, Inc.

234 Greenwich St., Hempstead, L. I., N. Y. Ivanhoe 1-9294-5-6. Joseph Brown, *pres. & a.e.;* Al Wiesemann, *v.p. & art dir.;* Julius Brown, *sec.-treas.;* Charles Auerback, *prod. mgr.;* Margaret Lent, *cpy. chf. & publ. dir.;* Fred Billings, *ass't art dir.;* Robert Newmayer, *a.e.;* Barbara Gilbert, *publ. ass't.*

Media Dept.: Jeanne Clear, *dir.;* Ethel Hoffman, *space b. (news).*

Branch Office:
15 W. 44th St., N. Y. 36. Murray Hill 7-7814.

Burton Browne Advertising

619 N. Michigan Ave., Chicago 11, Ill. Superior 7-7700. Dr. Burton Browne, *pres.;* Paul D. Bezazian, *co-p. & treas.;* R. E. Abbott, *ass't to pres. & dir, creat. dept.;* Laurie Brady, *admin. ass't & a.e.;* Lynn C. Wimmer, *v.p. & publ. dir.;* Jean Campbell Browne, *ass't pub. dir.;* Joseph M. Seiferth, *a.e.;* Josephine Abbott, *serv. dept.;* John Hollis, *sr. art dir.;* Maxine Cash, *ass't art dir.;* Guy Cordell, *staff photogrphr.* Mary McIntyre, *acctnt.*

Media Dept.: Bea Rosenbulm, *dir.*

Branch Offices:
562 Fifth Ave., N. Y. 36. Judson 2-1110. A. D. Adams, *mgr.*

7559 Melrose Ave., Los Angeles 46, Calif. Webster 1-4410. Mal Mobley Jr., *mgr.*

Galen E. Broyles Co., Inc.

200 Clayton, Denver, Colo. Florida 5-3581. Galen E. Broyles, *pres.;* Robert B. McWilliams, *sr. v.p.;* C. E. Davis, *v.p.;* Dorothy L. Cooper, *treas.*

Media Dept.: Maurice R. Bowers, *dir.*

Branch Offices:
Voorhees Bldg., Colorado Springs, Colo. Melrose 5-2503. Jerry Dummer, *v.p.*

Sharp Bldg., Lincoln, Neb. Lincoln 2-8106. Cyril Cress, *a.e.*

Richard R. Bruce, Inc.

20 Federal St., Greenfield, Mass. Pr 4-4396-7. Richard R. Bruce, *pres. & treas.;* Eleanor S. Ball, *v.p. & cpy. chf.;* Burton Winer, *sec.;* Ramon J. Folta, *art dir.;* Annie P. Surprenant, *tv & rad. dir.;* Milton Schuler, *a.e.*

Media Dept.: Annie P. Surprenant, *dir. & tb.*

AGENCIES

Franklin Bruck Advertising Corp.

1270 6th Ave., N. Y. Circle 7-7660. Mort Heineman, *pres.;* M. J. Kleinfeld, *sec. & treas.;* Joseph Shaw, *v.p.;* Julius Joseph Jr., *v.p.*

Media Dept.: Julius Joseph Jr., *dir.;* Alice Ross, *tb.;* Mary Francis, *space b.*

Branch Office:
532 N. Cherokee Ave., Los Angeles, Calif. Hollywood 6-8892. Howard Blake, *mgr.*

Brucker & Ross, Inc.

210 Fifth Ave., N. Y. 10. Lexington 2-0760. Hy Ross, *pres., art dir. & a.e.;* Bruce E. Stewart, *v.p. & a.e.;* Portia Brucker, *v.p.;* Martin B. Brucker, *sec., cpy. chf. & a.e.;* Lillian Ross, *treas.;* Norbert Haber, *assoc. art dir.;* Daniel Sutton, *prod. mgr.;* Henry Harris, *publ. dir.;* Celia Dante, *libr.;* George Pouridas, *a.e.*

Brudno & Bailey, Inc.

121 Prospect St., Westfield, N. J. 2-8888. Lincoln Brudno, *pres.;* D. Bailey Brudno, *sec.-treas.;* Donald M. Sears, *art dir.;* William Nutt, *ass't art dir.;* Paul Seidemann, *prod. mgr.;* Robert Hoyt, *cpy. chf.;* William Scott, *rsrch. dir.;* Jean Winkler, *personnl. dir.*

Charles Brunelle Co.

37 Lewis St., Hartford 3, Conn. Jackson 7-0726. Charles Brunelle, *pres. & treas.;* Harry W. Knettell, *v.p.;* Madeline T. McLaughlin, *sec.;* John F. Lange, *mktg.;* Morton E. Calvert, *press rels. dir.;* Norman S. Fenichel, *editorial servs. dir.;* Stanley B. Cressey, *cpv. dir.;* Joseph L. Baum, *art dir.;* Richard Welling, *ass't art dir.;* John C. *Vanek, traff. mgr.;* Frank W. Webber, *prod. mgr.*

Media Dept.: John F. Lange, *dir.*

Bryan & Bryan Advertising

615 Jordan St., Shreveport, La. 4-4431. C. W. Bryan, *o.;* Willard Bardwell, *art dir. A. e.'s:* Russell A. Farley, Bill Estrada, Gael Bryan.

Buchanan Advertising

2606 Fairmount St., Dallas, Tex. Ra 8201. Margaret Buchanan, *pres.*

Buchanan & Co., Inc.

1501 Broadway, N. Y. Bryant 9-7900. John Hertz Jr., *chmn. bd. & pres.;* William Dasheff, *exec. v.p.;* Roy Winkler, *v.p.;* John McEvoy, *v.p.;* Nat Strom, *tv & rad. dir.;* A. E. Freeman, *dir. mdsg.;* Eric Ainsworth, *dir. mkt. res.*

Media Dept.: E. F. Moeller, *dir., exec. in chg.*

Branch Offices:
451 N. LaCienega Blvd., Los Angeles 48, Calif. Olympia 2-0810. Frank O'Brien, *v.p., exec. in chg.*
155 Montgomery St., San Francisco 4, Calif. Yukon 6-2927. Ray Randall, *v.p., exec. in chg.*

Buchanan-Thomas Advertising Co.

412 S. 19th St., Omaha 2, Neb. Atlantic 2125. R. A. Dundis, *p. & a.e.;* Charles Harding II, *p. & a.e.;* Robert E. Savage, *p., cpy. hd. & a.e.;* C. C. Buchanan, *consult.;* L. H. Thomas, *consult.;* Adam Reinemund, *p., tv & rad. dir.;* R. R. Foster, *p. cpy. hd. & a.e.;* Mrs. D. Rossum, *order dept. hd.;* Warren Carlson, *prod. mgr.;* Homer Frohardt, *art dir.;* Leonard J. Keefe, *rsrch. dir.;* Glen Joycelyn, *creat. dir. A. e.'s:* Albert Busch, Robert Moogk, Gene Edwards, Richard Hunt, J. A. Reinemund, J. P. Hultgren.

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Media Dept.: H. W. Rose, *dir.*

Buckley Organization

2106 Phila. Natl. Bank Bldg., Philadelphia 7, Pa. Earle A. Buckley, *pres., cpy. chf. & a.e.;* Earle A. Buckley Jr., *tv & rad. dir. & a.e.;* Frances E. McCowan, *prod. mgr.;* Joyce Priest, *art dir.*

H. W. Buddemheier Co.

530 St. Paul Pl., Baltimore 2, Md. Saratoga 7-4606. H. W. Buddemeier, *pres.;* Emanuel Herman, *art dir.;* Richard L. Dunlap, *cpy. chf. A. e.'s:* A. Vinton Feete, A. F. Wurzbacher, A. T. Rochfort.

Herb W. Buerger Advertising

812 Huron Rd., Cleveland 15, Ohio. Cherry 1-7134. Herb. W. Buerger, *o. & a.e.*

Buffalo Advertising Agency

Buffalo, Minn. 54W 3. J. A. Warwas, *o.*

Bull Advertising Agency

130 E. Washington St., Indianapolis 4, Ind. Melrose 8-5583. H. F. Bull, *o.;* Barbara Leahy, *ass't;* Stewart H. Cohn, *tv-rad. dir.*

Frank Bull & Co.

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Media Dept.: Jane T. Darden, *tb.*

J. C. Bull, Inc.

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Bullard Agency

219 Court, Port Huron, Mich. Yukon 5-6755. Rockwood Bullard, *pres., rad. dir., tb. & space b.*

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8 E. 48th St., N. Y. 17. Plaza 9-3858. J. G. Bumberg, *cpy. chf. & a.e.;* Mal Haym, *art dir. & a.e.;* Steve Martin, *prod. mgr.;* Barry Shain, *publ. dir.;* Maury Arshen, *a.e.*

Media Dept.: Syl Price, *dir.;* J. G. Bumberg, *b.*

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156 29th St., San Francisco 10, Calif. Mission 8-2237. Don L. Burgess, *hd. agency;* Alma W. Mayer, *assoc.*

August Burghard, Inc.

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Media Dept.: Dolores McCarthy, *dir.*

R. J. Burke Advertising, Inc.

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State Bank Bldg., Evanston, Ill. Davis 8-5514. Richard A. Burleigh, Richard Dixon, *a.e.'s:* Mary K. Wagner, *off. mgr.*

Burlingame-Grossman Advertising

207 S. Wabash Ave., Chicago 4, Ill. Wabash 2-3383. S. W. Grossman, *o. & a.e.;* S. S. Kain, *gen. mgr. & a.e.;* D. Rubin, *prod. mgr.;* M. J. Santa, *cpy. dir.;* W. Earl Cain, *art dir. A. e.'s:* M. A. Harvis, S. J. Brichta.

Media Dept.: F. H. Walder, *dir.*

Burnet-Kuhn Advertising Co.

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Media Dept.: L. S. Matthews, *v.p.*

Branch Offices:
677 Fifth Ave., N. Y. Murray Hill 8-9480. William McIlvain, *mgr.*
1680 N. Vine St., Hollywood, Calif. Hollywood 4-7374. Wendell Williams, *mgr.*
Leo Burnett Co. of Canada, Ltd., 133 Richmond St. W., Toronto, Ont., Can. Empire 6-5801. John Miles, *mgr.*

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Media Dept.: Enid Warfield, *dir.*

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Branch Office:
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Ralph E. Burt Associates
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Burvill & Cox
77 Summer St., Boston 10, Mass. Hu 2-8578-9. Clifford L. Burvill, *p. & a.e.;* Richard C. Cox Jr., *p. & a.e.;* Arthur Flint, *art dir.;* Marjorie del'Etoile, *libr.*

Aubrey C. Bury, Inc.
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Busbey Advertising Agency
825 W. Second St., Springfield, Ohio. Fa 3-9541. Ralph C. Busbey, *pres.*

Elliott Buse Advertising Agency
306 N. Charles St., Baltimore 1, Md. Mulberry 3561. Elliott Buse, *pres., treas. & a.e.;* Stuart Hollis, *art dir.*
Media Dept.: Elliott Buse, *tb. & space b.*

Buswell Advertising Agency
1028 Lay Blvd., Kalamazoo 25, Mich. James H. Buswell, *o.*

Butler Advertising Co.
2848 Shade Rd., Akron 13, Ohio. Mohawk 6-2731. Lester H. Butler, *pres.;* Van D. Butler, *sec. & treas.;* Frank H. Foote, *prod. mgr.*

Kenneth B. Butler & Associates
700 Fourteenth Ave., Mendota, Ill. 2136-7. Kenneth B. Butler, *pres. & a.e.;* James E. Gallagher, *exec. v.p. & a.e.;* M. Kathryn Beckner, *sec. & treas.;* Adam Lucchetti, *art dir.;* Paul K. Jacob, *prod. mgr.;* J. E. Gallagher, *cpy. chf.;* J. A. Terrando, *publ. dir. & a.e. A. e.'s:* Lloyd Reeder, Russel Holzman.
Media Dept.: J. A. Terrando, *space b.*

Byer & Bowman Advertising Agency
60 S. 6th St., Columbus 15, Ohio. Ca 1-7751. *P.'s.:* Herbert Byer, Gus K. Bowman, Josel M. Burghalter; Tony Penzone, *prod. mgr.;* William Arter, *creat. dir. & a.e.;* S. Neal Hallock, *tv dir. & a.e.;* Harold Graham, *art dir.;* Nick Popa, *pub. rel. dir. A. e.'s:* Herbert Wise, Leo A. McPherson, Ruth White, Walt Seifert, Matthew McCormick, Martha Sullivan, Stafford Taylor, Gus K. Bowman Jr., Robert Stailey, James Kelso, Ann Duffy, Richard Kennard, Nick Egeroff, Charles Movgey, John Young, Robert Husted.
Media Dept.: John Metzger, *tb.*

Richard Byrde & Pound Advertising Agency
381 Fourth Ave., N. Y. 16. Oregon 9-4567. Leo Bernstein, *pres.;* H. C. Morris, *exec. v.p.;* Justin Funkhouser, *exec. consult.;* H. Herman, *prod. mgr.;* Mathew Beecher, *creat. dir.;* T. Grimes, *rsrch. dir.*
Media Dept.: Earl Schub, *space b.*

Byrne Advertising Agency, Inc.
20930 Ventura Blvd., Woodland Hills, Calif. Diamond 7-2047.

L. W. Byrnes & Co.
510 N. Dearborn St., Chicago 7, Ill. Superior 7-5486. Lloyd Wilbur Byrnes, *pres., treas. & dir.*

Byrum Advertising Agency
924 Broadway, Denver 3, Colo. Tabor 5-7745. R. H. Byrum, *pres. & treas.;* O. A. Prose, *prod. mgr.*
Media Dept.: R. H. Byrum, *space b.*

CSW Art & Production Agency
11 W. 42nd Street, N. Y. 36. Bryant 9-6346. Sheldon Seidler, *p. & a.e.;* Neil Channon, *a.e.;* Al Winston, *art dir.;* Lloyd Gotlieb, *prod. mgr.;* Beverly Genet, *cpy. chf.*

Cabat-Gill Advertising Agency
194 N. Church, Tucson, Ariz. 2-6362, 3-6101. Ernest Cabat, *o.;* Su Plummer, *rsrch. dir.*
Media Dept.: Rita Mikula, *dir.*

Cabbot & Coffman, Inc.
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Jack Cable & Associates
1231 Peden St., Houston 6, Tex. Jackson 3-4433. Lucille Stoughton, *art dir.;* Jack Cable, *tv & rad. dir.*
Media Dept.: Mrs. Reba Cable.

Harold Cabot & Co., Inc.
136 Federal St., Boston, Mass. Hancock 6-7600. Harold Cabot, *pres.;* Edward F. Chase, *exec. v.p.;* James J. Summers, *v.p.;* William H. Ganick, *v.p.;* Joseph R. Wallace, *v.p.;* Paul A. Danielson, *rsrch. dir.;* Harold Cabot Jr., *tv & rad. dir.;* Eugene R. MacArthur, *v.p.*
Media Dept.: David R. Williams, *dir., b.*

Cahall Advertising Agency, Inc.
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Stanley L. Cahn Co.
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Louis H. Caine
564 Market St., San Francisco 4, Calif. Yukon 2-1202. Louis H. Caine, *o.;* Elinor B. Lindsay, *prod. mgr.;* Joel O. Henry, *a.e.*

Caire Associates
315 St. Charles St., New Orleans 12, La. Magnolia 1954. L. Edward Lashman Jr., *p.;* David N. Dover, *p.;* Luis Canizares, *art dir.;* Frances Balfour, *prod. mgr.*

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Caldwell, Larkin & Sidener, Van Riper, Inc.
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Media Dept.: Eugene Krebs, *sec.*

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& treas.; Wilfred L. Chausse, *art dir.;* George F. Thompson, *cpy. chf.;* Fred Oughton, *prod. mgr.;* F. J. Fitzgerald, *mgr. otdr. dept.;* Helen Collins, *off. mgr.;* J. H. Apeler, *mdsg. dir.;* Patrick LaManna, *traff. mgr.*

Media Dept.: Thomas H. Young, *dir.;* Timothy J. O'Leary, *tb.;* Patrick J. Shannon, *space b.*

Branch Offices:
333 N. Michigan Ave., Chicago 1, Ill. Randolph 6-3831. Philip M. White, *v.p. & mgr. Media Dept.:* Roy Kosinski, *exec. in chg.*
604 Roanoke Bldg., Minneapolis, Minn. Main 3086. George O. Ludcke Jr., *mgr. Media Dept.:* Lee Olstad, *exec. in chg.*
Citizens Natl. Bank Bldg., 712 S. Curson Ave., Los Angeles 36, Calif. York 5145. Harry W. Witt, *v.p.;* William Cholmers, *mgr. Media Dept.:* Blanche Graham, *exec. in chg.*

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Media Dept.: Marion Roden, *dir.*

Calvin & Co.

2807 N. Grand Blvd., St. Louis 7, Mo. Olive 2-4917. R. H. Calvin, *pres. & a.e.;* R. D. Trotter, *art dir. & a.e.;* L. Reid, *prod. mgr. & a.e.*

Carl Camenisch Advertising, Inc.

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Media Dept.: Anne Stravinski.

J. M. Camp & Co.

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Media Dept.: Rosemae Kline, *exec. in chg.;* Grace R. Jordan, *sec. & tb.*

Campbell & Co.

708 Wolverine Bldg., Ann Arbor, Mich. Normandy 2-3205. Trueman F. Campbell, *pres.;* Emerson J. Bowens, *v.p.;* Carl E. Guldberg, *v.p.*

Media Dept.: Trueman F. Campbell, *exec. in chg.*

Campbell-Ewald Co.

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Branch Offices:
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235 Montgomery St., San Francisco 4, Calif. Exbrook 2-0145. T. Milburn Johnston, *v.p. & mgr.;* Herbert O. Nelson, *v.p.*
45 Edgewood Ave., Atlanta 3, Ga. Jackson 4-3858. Arthur T. Duhaime, *mgr.*
1737 H Street, N.W., Atlanta 3, Ga. Jackson 4-3858. Arthur T. Duhaime, *mgr.*
Bryan & Bullington Sts., Dallas 1, Tex. Randolph 2094. George A. Back, *mgr.*
4010 Washington Ave., Kansas City 11, Mo. Jefferson 1-5601. Ross C. Morgan Jr., *mgr.*
1750 No. Vine St., Hollywood, Calif. Hollywood 9-2931. Richard L. Eastland, *mgr.;* Willard Hanes, *a.e. tv & rad.*

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Media Dept.: Harry M. Johnson, *dir.*

Branch Offices:
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213 Hollywood-Taft Bldg., Hollywood 28, Calif. Hollywood 2-0715. Paul Morgan, *gen. mgr.;* Ernest Andrews, *tv dir.*

Campbell-Sanford Advertising Co.

608 S. Dearborn St., Chicago 5, Ill. Wabash 2-8147. William A. Smith, *pres.;* Jan Smith, *sec.;* K. Metzger Lovelace, *art dir.*

Campbell & Williams

27 Jarvis-Yawkey Court, Saginaw, Mich. 5-8361. James Campbell, *pres. V.p.'s:* Norman Williams, Vernon Williams,; Jerry Ellis, *a.e.*

Media Dept.: Marion DuFore, *space b.*

Solis S. Cantor Advertising Agency

1831 Chesnut St., Philadelphia 3, Pa. Locust 4-1664. Kathryn E. Cantor, *exec v.p.;* Margaret McGonigle, *treas.;* Robert Hersh, *art dir.*

Capital Advertising, Inc.

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134 Knapp S. NE, Grand Rapids 5, Mich 72519. Thys Ferwerda, *o., art dir., cpy. chf., prod. mgr. & media dir.*

Capitol Advertising Agency, Inc.

370 Seventh Ave., N. Y. 1. Pennsylvania 6-6551. John J. Barry, *pres. & a.e.;* Louis P. Greenberg, *v.p., sec. & a.e.;* Ken Fowler, *art dir.;* William E. Hedler, *prod. mgr., cpy. chf. & a.e.*

Media Dept.: William E. Hedler, *dir.*

Caples Co.

225 E. Erie St., Chicago 11, Ill. Superior 7-0616. R. N. Hartsing, *pres.;* John E. Erickson, *v.p. in chg. creat. serv.;* Don J. Powers, *v.p. in chg.;* R. N. Hartsing Jr., *sec. & treas.;* William A. Aldrin, *art dir.;* O. Gorrill, *prod. mgr. A. e.'s:* J. E. Erickson, Ray Hansen, R. N. Hartsing Jr., Don J. Powers.

Media Dept.: H. M. Taylor, *dir.*

Branch Office:
295 Madison Ave., N. Y. 17. Hudson F. Meyer, *v.p. in chg. & a.e.;* Joseph Aspinall, *v.p. & a.e.;* Gustav Kaiser, *mgr. & a.e.;* A. W. Schweitzer, *art dir.;* N. C. Fay, *prod. mgr.;* J. A. Tery, *tv & rad. dir.;* DeWitt S. Davidson, *pub. rels. dir. A. e.'s:* John Gannon, J. D. Slattery, E. F. Bandy Jr.

Media Dept.: R. D. Folster, *dir.*

1504 Dodge St., Omaha 2, Neb. Jackson 7795. L. M. Branch, *v.p. in chg. & a.e.;* G. M. McCulloch, *v.p. & a.e.;* B. M. Gottsch, *prod. mgr. A. e.'s:* J. D. Farris, R. H. Galley. 519 S. Third Ave., Portland 4, Oregon. Capitol 6-2981. Robert J. Livingston, *v.p. in chg.;* Herbert Heywood, *art dir.;* W. Chris Traugh, *prod. mgr.*

Media Dept.: Lesley Richardson, *dir.*

301 S. Kingsley Drive, Los Angeles 5, Calif. 7-4255. R. R. Rullman, *v.p. in chg.;* M. E. Welborn, *v.p.;* James F. Benson, *art dir.;* J. Cruickshanks, *prod. mgr. A. e.'s:* J. P. Cooney, John C. Daly, G. H. Koenig, R. R. Rullman, M. E. Welborn, M. J. Curry, S. Ewing, W. H. Story.

Media Dept.: G. E. Nelson, *dir.*

Cargill & Wilson, Inc.

11 S. Second St., Richmond, Va. 33485, 33486. James N. Cargill, *pres. & treas.;* Robert A. Wilson, *sr. v.p. & sec.;* John del Cardayre, *creat. dir.;* Edward Acree, *v.p. & a.e.;* David Martin, *a.e.;* James E. Hughes, *prod. mgr.;* E. Manning Rubin, *tv & rad. dir.;* Alfred M. Cascino, *art dir.;* Welford L. Harris, *off. & personnl. mgr.;* Gerald G. Eckhart, *rsrch. dir.*

Media Dept.: Gerald G. Eckhart, *dir. & b.;* Margaret Kuuk, *ass't.*

Fred D. Carl Advertising

1019 High St., Des Moines, Iowa. Atlantic 2-5951. Fred D. Carl, *o.*

Milton Carlson Co.

3450 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 8-9464. Milton V. Carlson, *pres., tv & rad. dir. & a.e.;* Jeanette Miller, *prod. mgr.;* Sterling Blakeman, *cpy. chf. & a.e.*

Media Dept.: Ruth Johnson, *dir.*

Carney Advertising Agency, Inc.

238 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 2-3008-9. W. G. Carney, *pres., treas., tv dir. & a.e.;* L. Mershon, Ann Herzer, *v.p.'s;* D. W. Mershon, *sec. & a.e.;* M. G. Carney, *mgr.;* Edward Musial, *art dir.;* Miriam Obermeyer, *tv dir.;* Gloria Huck, *off. mgr.*

Branch Office:

3757 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 2-2301. M. G. Carney, *mgr.*

Carpenter Advertising Co.

1220 Huron Road, Cleveland 15, Ohio. Ma 1-1570. A. J. Carpenter, *pres. & treas.;* F. F. Lamorelle, *v.p. & a.e.;* M. W. Carpenter, *sec.;* V. J. Siena, *rad. dir. & a.e.*

Media Dept.: V. J. Siena, *b.*

Carpenter-Proctor, Inc.

605 Broad St., Newark 2, N. J. Market 3-7964. Gilbert S. Carpenter, *pres.;* Barron R. Proctor, *exec. v.p.;* John V. Matthews, *v.p. & creat. dir.;* William Pitcairn, *mktg. & mdsg. dir.;* Thomas Hill Stewart, *publ. & pub. rels. dir.;* Ray McDevitt, *prod. mgr.*

Media Dept.: Helen Browne, *tb & space b.*

Clinton D. Carr & Co., Inc.

2505 N. Charles St., Baltimore 18, Md. Clinton D. Carr, *pres.;* Murphy McHenry, *creat. dir.*

Media Dept.: C. D. Carr, *dir.*

Howard Carraway Advertising

Box 11386, Ft. Worth, Tex. Fo 2922. Howard Carraway, *pres.;* Mary H. Carraway, *v.p. & cpy. chf.;* Charles Croxton, *art dir. & prod. mgr.*

C. K. Carroll & Co.

8 E. Long St., Columbus 15, Ohio. Capital 1-0438.

W. M. Carroll Advertising Agency

17th & Stout Sts., Denver 4, Colo. Main 3-1072. W. M. Carroll, *mgr.*

Carson-Roberts, Inc.

8811 Alden Drive, Los Angeles 48, Calif. Bradshaw 2-9366. Ralph Carson, *pres. & a.e.;* Jack Roberts, *creat. dir.;* Tony Haller, *art dir.;* Sid Kahn, *prod. mgr.;* Lynn Medberry, *fash. dir. & a.e.;* D. H. Steele, *tv, rad. & rsrch. dir.;* Ruth Siegel, *specl. events;* June Barth, *publ. dir.;* Beverly Swartz, *libr.;* Cy Schneider, *a.e.*

Media Dept.: D. H. Steele, *dir.;* Beverly Plotkin, *space b.*

Carter Advertising Agency, Inc.

912 Baltimore Ave., Kansas City 5, Mo. Harrison 1-1356. Charles W. Carter, *pres. & a.e.;* William G. Rowe, *exec. v.p. & a.e.;* Fred Klemp Jr., *v.p. & a.e.;* Curtis C. Bogash, *v.p. & a.e.;* M. J. Dahlin, *sec. & treas.;* Bob Holloway, *art dir.;* Jim Avery, *cpy. dir.;* Ward McDonald, *traff. mgr.;* Roy Reel, *a.e.*

Bert Carter Advertising

Westkill, N. Y. Lexington, N. Y. 2061. Bert Carter, *o.*

Lincoln J. Carter Advertising Agency

216 W. Washington St., South Bend 1, Ind. Ce 2-3391. Lincoln J. Carter, *o.;* Vera Warmbrod, *sec. A. e.'s:* Keith A. Klopfenstein, John J. Futter.

Cary-Hill, Inc.

2213 Grand Ave., Des Moines 12, Iowa. 4-9161. James L. Hill, *pres.;* D. J. Hill, *v.p.;* Ben J. Gibson, *v.p., serv. dir. & a.e.;* Priscilla Jung, *sec.;* James R. Stevenson, *art dir.;* George Opperman, *ass't art dir.;* Lillian Davis, *bus. mgr. & ass't to pres.;* Donna DeCamp, *tv & rad. dir.;* Alan Morgan, *cpy. dir.;* Ray Koenigs, *prod. & traff. mgr.;* Joan Anderson, *libr.;* Joseph LaCava, *a.e.*

Branch Offices:

2836 Main St., Kansas City 11, Mo. Plaza 3-2040. James L. Hill, *pres.;* Robert Townsend, *v.p., gen. mgr. & a.e.;* Barbara Britain, *prod. mgr.;* Joan Danneberg, *art dir.;* Louis York, *a.e.*

Media Dept.: Barbara Britain.

512 Insurance Bldg., Omaha, Neb. Atlantic 4064. James L. Hill, *pres.;* Jack Howard, *gen. mgr. & a.e.;* Betty Sheehan, *cpy. dir.;* Fred Randall, *art dir.;* Dan Dodson, *a.e.*

Roger T. Case Associates

530 W. 4th St., Long Beach 12, Calif. Hemlock 7-3503. Roger T. Case, *o.*

Media Dept.: Roland L. Coltrane, *b.*

Casmir Advertising Co., Inc.

551 Fifth Ave., N. Y. 17. Murray Hill 2-2014. David C. Casmir, *pres., treas. & a.e.;* Marvin Casmir, *v.p., tv & rad. dir. & a.e.;* Nancy B. Wooten, *cpy. chf. & prod. mgr.;* William E. Burgess, *art dir.*

Cassel Advertising

1182 Broadway, N. Y. 1. Oregon 9-4770-1. Gilbert A. Cassel, *pres.;* Mary Cassel, *cpy. chf.;* Martin Haibloom, *sls. prom. mgr.*

Media Dept.: Gilbert A. Cassel, *dir.*

Castner Associates, Inc.

7 Woodrow Ave., Sinking Spring, Pa. 8-1783. Charles S. Castner, *chmn., pres. & a.e.;* Elsie K. Castner, *v.p.;* William P. Eckenroth, *sec.;* George I. Hartman, *treas.;* Daniel Steiner, *art dir.;* Edwin Ashman Emmert, *prod. mgr. & a.e.*

Media Dept.: Anne E. Devine, *dir.*

Cavalier Advertising Agency of Norfolk

711 Boush St., Norfolk 10, Va. Madison 2-7088. Daniel Goldman, *p.;* Ira Davidoff, *p.;* Laura Ashley, *sec.;* William C. Credle, *art dir.;* Raul AraLuce, *prod. mgr.;* Elaine Cardillo, *cpy. chf.;* George Gartley, *rsrch. dir.;* Leona Banks, *ass't art dir.;* Phyllis Wood, *libr.*

Media Dept.: Anthony Davainis, *dir.*

Frederick L. Cavally Advertising Agency

3055 Fairfield, Cincinnati 6, Ohio. Wo 5744. Frederick L. Cavally, *counselor.*

Cavanaugh, Morris Advertising

2994 W. Liberty Ave., Pittsburgh 16, Pa. Locust 1-7616. Howard D. Morris, *pres.;* Lilla C. Cavanaugh, *v.p.*

Media Dept.: Lilla C. Cavanaugh, *dir. & b.;* Loraine Steffens, *tb.*

Cavanaugh-Shore & Co., Inc.

6 E. 45th St., N. Y. 17. Murray Hill 2-0627. Sig Steven Shore, *pres., tv & rad. dir. & a.e.;* Barbara Roth, *sec.;* Arthur Reichner, *art dir. & prod. mgr.*

Media Dept.: Arthur Reichner, *dir., space b. & tb.*

Cayton, Inc.

9 E. 40th St., N. Y. 16. Lexington 2-1711. William D'Arcy Cayton, *pres.;* Fred Ladd, *tv dir.;* Pablo A. Zavala, *flm. editor.*

Media Dept.: Hy Crandall, *dir. (other than tv).*

Rex Ceder Advertising Agency

32 Broadway, N. Y. 4. Hanover 2-4040. Rex Ceder, *prop.*

Centex Advertising Agency

117½ S. 6th St., Waco, Tex. 4-4262. A. L. Haster, *p., prod. mgr.;* Thomas J. Suits, *p., cpy chf. & rad. dir.;* Charles E. Weatherby, *a.e.*

Media Dept.: Thomas J. Suits, *dir., space b. & tb.*

Central Advertising Agency

111 W. North St., Lima, Ohio. 3-4321. Martin C. Nellis, *pres. & a.e.;* William J. Renz, *v.p.;* James M. Nellis, *sec. & a.e.;* R. H. Moore, *treas. & a.e.;* Loree Baumgardner, *art dir.*

AGENCIES

Central Advertising Corp.
817 Board of Trade Bldg., Indianapolis, Ind. Melrose 7-4731. G. Vance Smith, *pres.;* Vance Smith Jr., *v.p.*

Media Dept.: G. Vance Smith, *dir.*

Central Advertising Service
30 E. Adams St., Chicago 3, Ill. Central 6-2290. Maury J. Lieber, *o. & a.e.;* P. A. Lieber, *a.e.*

Chamberlin-Junk Advertising, Inc.
5333 Coldwater Rd., Ft. Wayne, Ind. E-4882. J. J. Chamberlin, *pres.;* Cletus Junk, *sec. & treas.*

W. Craig Chambers, Inc.
513 Second Ave., Pittsburgh 19, Pa. Atlantic 1-4028. W. Craig Chambers, *pres.;* Harold A. McCoy, *v.p.;* Veronica S. Kelly, *treas.;* A. R. Wilhelm, *a.e.*

Media Dept.: W. Craig Chambers, Harold A. McCoy, A. R. Wilhelm, *tbs.*

Chambers & Wiswell, Inc.
250 Park Square Bldg., Boston 16, Mass. Liberty 2-7565. George J. Chambers, *pres.;* George C. Wiswell, *treas.;* Charles H. Pinkham, *exec. v.p. & gen. mgr.;* W. E. Underwood, *sr. v.p. & rsrch. dir.;* B. Rance Flanaga, *v.p.;* David S. Garland, *v.p.;* Fred M. Knight, *v.p.;* Nathaniel H. Sperber, *v.p.*

Media Dept.: William A. Rockett, *dir.;* Gene Kilham, *tv & rad. dir.*

Chambre Advertising Agency, Inc.
7123 Biscayne Blvd., Miami 38, Fla. 84-4641. Frank J. Miller, *pres.;* Hilliard Avrutis, *sec. & treas.;* Julian Eng, *art dir.;* Lee Phillips, *tv & rad. dir.;* Jay Ottoson, *dir. pub. rels.;* Eileen Mitchell, *traff. mgr.*

Florence Champlin Advertising
3641 Henderson Blvd., Tampa, Fla. 7-2111. Florence Champlin, *pres.;* Gretchen L. Mullen, *sec.;* Virginia Cosgrove, *cpy. chf.*

Leo Chanin Advertising Agency
300 Albany Ave., Brooklyn 13, N. Y. Hyacinth 3-0855. Leo Chanin, *o.*

Chapin-Damm Advertising
1412 S St., Sacramento 14, Calif. Gilbert 1-6111. Robert S. Chapin, *pres. & a.e.;* Gertrude E. Damm, *sec., treas.;* Earl Warner, *art dir. & prod. mgr.;* Martin D. Wickett, *a.e.*

Media Dept.: Gertrude E. Damm, *space b.*

Chapman-Nowak & Associates, Inc.
824 State Tower Bldg., Syracuse 2, N. Y. 2-9279. Dene B. Chapman, *pres.;* Donald G. Nowak, *v.p. & treas.*

Charles J. Charney & Co., Inc.
101 W. 55th St., N. Y. 19. Plaza 7-0955-6. Charles J. Charney, *pres.;* Alvin George, *treas.;* Melvin H. Levy, *sec. & cpy. chf.;* Arthur Abrams, *art dir.*

Merwin J. Chasen Advertising
35 E. 49th St., N. Y. 17. Lu 2-4184.

Chelsea Advertising, Inc.
112 E. 19th St., N. Y. 3. Algonquin 4-3773. Max Sinowitz, *pres. & a.e.;* Sylvia Poloner, *sec.;* Marvin Geller, *art dir.;* Milton Plotz, *prod. mgr.;* Cynthia Reich, *cpy. chf.;* Gladys Bentley, *a.e.*

Chernow Advertising Agency, Inc.
53 E. 34th St., N. Y. 1. Murray Hill 5-3815. Sam Chernow, *pres.*

Chesman, Nelson Co.
240 E. 11th St., Chattanooga 1, Tenn. 6-4942. Richard H. Leiper, *pres., prod. mgr., cpy. chf., tv & rad. dir.;* John A. Gross, *sec., treas. & art dir.*

Media Dept.: Richard H. Leiper, *dir., space b. & tb.*

Chester Service
17 William St., Newark 2, N. J. Market 3-5275, 4627. Charles S. Weiss, *o., prod. & cpy. chf.;* Mary Podlas, *sec.;* Donald E. Friedlander, *field repr. & art dir.;* Robert P. Weiss, *acct. rep.*

Media Dept.: B. Lieberman, *dir. & space b.*

Chew, Harvey & Thomas
Three Penn Center Plaza, Philadelphia 2, Pa. Locust 7-4445. Samuel Chew, *p.;* William S. Harvey, *p.;* Edmond G. Thomas, *p.;* Walter N. Dempster, *art dir.;* George Gould, *prod. mgr.*

Media Dept.: Margaret M. Scepansky, *space b., consumer.*

Chicago Advertising Agency
20 W. Jackson Blvd., Chicago 4, Ill. Webster 9-4240. J. L. Wade, *pres.;* Simon Levin, *v.p.;* Morris E. Snow, *a.e.*

James Thomas Chirurg Co., Inc.
Park Square Bldg., Boston 16, Mass. Hancock 6-7310. J. T. Chirurg, *chmn.;* L. J. Hardiman, *treas.;* Howard G. Sawyer, *v.p. & mktg. dir.;* Prescott Winkley, *rsrch. dir.;* R. Gaeta, *mgr. plns. serv. dept.;* Charles Harrell, *tv-rad. prod. dir.;* B. Houston, *traff. mgr.;* Gilbert Williams, *creat. dir.;* Frank J. Balduzzi, *art dir.;* Raymond Pinet, *ass't art dir.;* R. D. Sisson, *prod. dir.;* J. J. Slein, *mchdse. dir. A. e.'s:* J. J. Slein, H. W. Welch, Scott Costello, M. Freeman, Stanley B. Lindh.

Media Dept.: H. A. Braumuller Jr., *dir.*

Branch Office:
Chanin Bldg., N. Y. 17. Murray Hill 7-5040. W. L. Shepardson, *pres.;* D. W. Jackson, *v.p., gen mgr. (N. Y.) & a.e.;* Russell LaDue, *cpy. chf.;* Jan Van Eerde, *art dir.;* R. A. Menzl, *prod. mgr.; L. H. Brendel, mchdse. dir. & a.e.;* C. P. Fritzsche, *traff. mgr.;* C. W. Reinhart, *a.e. Media Dept.:* R. M. Bryant, *space b.*

Walter S. Chittick Co.
1212 Chestnut St., Philadelphia 7, Pa. Walnut 3-0637. Walter S. Chittick Jr., *o.;* Ben K. Grim Jr., *art dir.;* Charles D. Ledyard, *prod. mgr.;* Freda Schell, *traff. mgr. A. e.'s:* J. W. Wynkoop, Henry A. Hughes.

Fred J. Chlupp Associates, Inc.
606 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 6-3354. Fred J. Chlupp, *pres.;* Harold T. Chlupp, *sec. & treas.*

Christiansen Advertising Agency
135 S. LaSalle St., Chicago 3, Ill. Central 6-2484. H. E. Christiansen, *pres. & a.e.;* Raymond J. Rezek, *v.p. & a.e.;* John Suttner, *v.p. & cpy.;* John Temple, *art dir.;* Frank Nickel, *art dir.;* James Green, *rad. & tv dir.;* Lawrence Woolf, *rad. & tv prodcr.;* James Rolenec, *prod. mgr.*

Media Dept.: Martin Fritz, *dir.;* Patricia Bird, *tb.*

Robert Christopher Agency, Inc.
20 N. Wacker Dr., Chicago 6, Ill. Dearborn 2-4361. Robert J. Christopher, *pres.;* L. H. Christopher, *v.p.;* Robert L. Stump, *prod. mgr.;* T. W. Blakeslee, *cpy. chf.*

Church & Guisewite Advertising, Inc.
121 McDonald St., Midland, Mich. Temple 5-7111. John A. Church, *pres.;* William L. Guisewite, *sr. v.p.*

Clair & Meyer
728 Fifteenth St., Denver 2, Colo. Acoma 2-0556. Don Clair, *p.;* Forrest G. Meyer, *p.*

Adrian E. Clark, Inc.
44 Lewis Lane, Syosset, N. Y. Havemeyer 9-7883, Walnut 1-4110. Adrian E. Clark Jr., *pres.;* Marion F. Clark, *exec. v.p.;* Joseph Foreman, *sec.;* William Nightingale, *art dir.*

C. P. Clark, Inc.
Penthouse, James Robertson Hotel, Nashville 3, Tenn. Alpine 6-4179. D. G. Goodwin, *pres., treas. & b.*

Darwin H. Clark Co.
1145 W. 6th St., Los Angeles 17, Calif. Madison 5-2441. D. H. Clark, *pres. & treas.;* M. L. Gowans, *exec. v.p.;* James Gerrard, *v.p.;* William Kaup, *cpy. chf.;* K. A. Lott Jr., *v.p. & rad. dir.;* W. Dent Dowler, *v.p. & sec.;* George McGinnis, *art dir.;* Art Langton, *publ. dir.;* Frank Thorne, *prod. dir.*

Media Dept.: Richard Faust, *dir.*

Branch Office:
Bank of the Southwest Bldg., Houston, Tex. Capitol 2-1369. James Gerrard, *mgr.*

Harold Walter Clark, Inc.
933 Sherman St., Denver 3, Colo. Cherry 4-6621. Harold Walter Clark, *pres. & treas.;* Holden Bowler, *sr. v.p.;* Theodore Fremd, *v.p.;* Marjorie W. Epping, *sec.;* Doreen Goodman, *prod. mgr.;* Richard Garrett, *art dir.;* William Schurr, *ass't to pres.*

Media Dept.: Richard G. Clothier, *exec. in chg.;* Beth Rawson, *superv. contracts, orders & records.*

John P. Clark Advertising Co.
511 Locust St., St. Louis 1, Mo. Ce 1-8021. John P. Clark, *pres.*

Clark & Robertz, Inc.
826 Fox Bldg., Detroit 1, Mich. Woodward 1-5500. L. A. Clark, *pres.;* G. H. Robertz, *exec. v.p. & gen. mgr.;* Wm. F. Dalquist, *v.p. & prod. mgr.;* J. Dow, *v.p.;* M. Ivey, *v.p.;* J. H. Phillips, *v.p.;* R. J. Terbrueggen, *sec.-treas.*

Media Dept.: R. J. Terbrueggen, *dir.;* Ruth Speelman, *space b.*

George I. Clarke Co.
1401 Peachtree Street, N.E., Atlanta 5, Ga. Trinity 6-4834. Herbert Nachman, *a.e.*
Media Dept.: Nelle Bell, *dir.*

Robert E. Clarke & Associates, Inc.
1625 du Pont Bldg., Miami 32, Fla. Franklin 3-5486. Robert E. Clarke, *pres., treas., tv-rad. & rsrch. dir. & a.e.;* C. B. Clarke, *sec. & a.e.;* Gertrude Clements, *compt.*
Media Dept.: Genevieve A. Geiss, *dir. & tb.*

Adolphe, Clausel & Co.
719 Chelsea St., Houston 6, Tex. Jackson 9-1431. Calvin L. Clausel Jr., *p.;* Edward H. Adolphe, *p.;* Frank Nicholson, *a.e.*

Sidney Clayton & Associates
75 E. Wacker Dr., Chicago 1, Ill. Dearborn 2-3732. Sidney Clayton, *pres. & a.e.;* William Tanis, *art dir.;* Arthur Muller, *prod. mgr.;* Jane Cullen, *bus. mgr.;* George Mrazek, *creat. dir. & a.e.*
Media Dept.: Irene Fitzgeralds, *space b.*

Clayton-Davis & Associates, Inc.
706 Chestnut St., St. Louis 1, Mo. Ce 1-2266. Irwin Davis, *pres. & gen. mgr.;* Jack Samuels, *cpy. chf.;* Betty Sawyer, *prod. mgr.;* David A. Rich, *a.e.;* Sidney Savan, *a.e.*
Media Dept.: George Davis, *dir.*

Clements Co., Inc.
1601 Chestnut St., Philadelphia 3, Pa. Rittenhouse 6-0236. Alice V. Clements, *pres.;* Elizabeth M. Zindel, *v.p.;* Katherine E. King, *sec.;* Stanley Squire, *v.p. & art dir.;* Robert H. Smith, *v.p. & rsrch. dir.;* David S. Roberts, *treas.*
Media Dept.: Katherine E. King, *dir.*

Horace G. Cleveland & Griffin Advertising Associates
1199 N.E. Cleveland St., (P.O. Box 1327), Clearwater, Fla. 3-1298. Frank Horr, *art dir.;* Marlin T. Griffin, *prod. mgr., rsrch. dir., personnl. dir. & a.e.;* Horace G. Cleveland, *cpy. chf., publ. & pub. rels. dir. & a.e.;* Rumsey Scott, *a.e.*
Media Dept.: V. Walton Hendry, *dir. & space b.*

Click Advertising Co.
32 E. 20th St., N. Y. 3. Oregon 4-2440. Al Serkez, *o.;* Frank L. Fisher, *a.e.*

Cline Advertising Service, Inc.
1st Natl. Bank Bldg., Boise, Idaho. 3-2531. John Greenlee, *pres. & gen. mgr.;* Ted Brook, *exec. v.p. & a.e.;* R. C. Ostrander, *v.p. & a.e.;* Carol M. Chadwick, *treas. & off. mgr.;* Phil Obenchain, *ass't a.e.;* Al Schustsier, *art dir.;* Carl Hoobing, *sec. & artist.*

Elmer L. Cline, Inc.
Harwood Bldg., Scarsdale, N. Y. Scarsdale 3-4332. Elmer L. Cline, *chmn. bd.;* John F. Cline, *pres.;* A. W. Voorhis, *sr. v.p.;* M. J. Cline, *sec.*

Cody Advertising, Inc.
30 W. Washington St., Chicago 2, Ill. Andover 3-1870, 3-1886. James P. Cody, *pres.;* Edward C. Fritz Jr., *v.p.;* Jean C. Nielsen, *sec. & treas.*

Coggin Advertising Agency
517-20 Stahlman Bldg., Nashville, Tenn. Chapel 2-6481. Charles U. Coggin Jr., *o.*

Eli Cohan Advertising Agency
1423 E. McMillan St., Cincinnati 6, Ohio. Plaza 1-4050. Eli Cohan, *o.;* Robert Cohan, *prod. mgr. & b.*

Harry B. Cohen Advertising Co., Inc.
41 E. 42nd St., N. Y. 17. Oxford 7-0660. Harry B. Cohen, *pres.;* Edward Aleshire, *exec. v.p.;* Harry B. Cohen Jr., *v.p. & sec.;* Edith S. Cohen, *treas.;* H. H. Rabke, *cont.;* Edward J. Rosenwald, *v.p.;* Robert Wahl, *chg. tv & rad. prod.;* Francis X. Brady, *v.p. & a. mngt.;* Oscar Fileppo, *prod. mgr.;* Edward Fischer, *art dir.;* Martin Munzer, *personnl. dir. & off. mgr.;* Ethel Lewis, *libr.;* Lawrence Harris, *ass't prod.;* Dave Davidow, *bus. mgr., tv & rad. dept. A. e.'s:* Edward Aleshire, Harry B. Cohen, Robert Cornish, Siebrand H. Niewenhous Jr., Henry Slamin, Kenneth Whatmore, Harry B. Cohen Jr., Edward J. Rosenwald.
Media Dept.: Herbert D. Stott, *dir.;* Jeanette LeBrecht, *hd. sp. b.;* Elizabeth Black, *hd. tb.;* Arthur Harrison, Robert Kelly, Bernard Singer, *tbs.* Lawrence Wasserstein, *ass't b.*

The Advertising Agency of William Cohen
Penthouse Park Bldg., Pittsburgh 22, Pa. Atlantic 1-2746. William Cohen, *pres.;* Jewel Cohen, *v.p.;* Louis Samu, *prod. dir.;* Ralph Nordeck, *art dir.;* George Denhart, *assoc. member.*
Media Dept.: William Cohen, *byer.*

Arthur Cohn & Associates
10 Rockefeller Pl., N. Y. 20. Circle 6-8720.

Herbert W. Cohon Co
18 E. 41st Street, N. Y. 17. Murray Hill 9-2277. Herbert W. Cohon, *o.;* Irving M. Cohon, *art dir.*
Media Dept.: Herbert W. Cohon, *dir.;* M. Moutner, *b.*

Cole Advertising
213 Masonic Bldg., Des Moines 9, Iowa. 4-8173-4. James L. Cole, *prop.*

Cole & Co.
Sterick Bldg., Memphis 3, Tenn. 5-3604-5. E. I. Harding Jr., *princip.;* Harold M. Robinson, *a.e.*

L. C. Cole Co., Inc.
406 Sutter St., San Francisco 8, Calif. Exbrook 2-2565. William E. Haberman, *pres.;* R. G. Orr, *v.p.*
Media Dept.: Joan Landry, *dir.*

Cole, Fischer & Rogow, Inc.
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Media Dept.: Arthur A. Fischer, *dir.*
Branch Office:
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Corbett Bldg., Portland 4, Ore. Ca 6-2821. Arlyn E. Cole, *pres. & a.e.;* George Weber, *v.p.;* Gregory E. Conner, *sec. & treas.;* Wayne Bagley, *art dir.;* Dudley L. McClure, *publ. dir. & a.e.;* O. Hjorth, *prod. mgr.;* Helen Alexieve, *tv & rad. dir. A. e.'s:* J. L. Sugg, Carrol O'Rourke, Bill Wilson, A. R. Finley, M. L. Boone, C. C. Clarkson, Victor Collin.
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Media Dept.: Edna Erickson, *dir.*
601 Tacoma Bldg., Tacoma, Wash. Fulton 2311. Dan Gerber, *mgr.;* M. E. Harrison, *a.e.*

Maurice C. Coleman & Associates
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Clark Collard Advertising Agency
2506 W. 8th St., Los Angeles 57, Calif. Dunkirk 7-3388. Clark Collard, *o.*

Alfred Colle Co.
2446 Park Ave., Minneapolis 4, Minn. Fe 9-8531. Alfred Colle, *pres. & a.e.;* Kirk McVoy, *v.p. & a.e.;* Lee Skaar, *prod. mgr.;* Gordon Daline, *creat. dir. & a.e.;* Keith Smith, *rsrch., a.e. A. e.'s:* Robert Rydholm, Lowell Swenson, A. B. Kinnard, Charles Gellerman, James Hanley, John Livingston.

Ray Coller Advertising Agency
345 W. 5th St., Media, Pa. Media 6-0254. Ray Coller, *o.;* Tom King, *art dir.;*

Colonnade Advertising Agency
430 Lafayette St., N. Y. 3, Spring 7-3571.
Media Dept.: Kathryn A. Bloomfield, *b.*

Wendell P. Colton Co.
122 E. 42nd St., N. Y. 17. Oxford 7-2250. Wendell P. Colton, *chmn. bd.;* Wm. J. McDonald, *pres. & a.e.;* W. P. Colton Jr., *exec. v.p., treas. & a.e.;* A. H. Mossman, *v.p. & a.e.;* J. F. McDonald, *v.p., sec & ass't treas.;* Graham B. Wilson, *cpy. chf.;* George C. Stengle, *prod. mgr.;* Benno W. Kreischer, *art dir.;* Geo. E. McGrath, *dir. pub. rels. A. e.'s:* Foxhall Finney, C. E. Lawford.

Columbian Advertising Agency
6806 Melrose Ave., Los Angeles 38, Calif. York 7151. Harold Weislow, *o.;* Arthur Beeman, *art dir.*

Don Colvin & Co.
333 N. Michigan Ave., Chicago 1, Ill. Dearborn 2-7089. Don K. Colvin, *pres. & a.e.;* Don C. Dahms, *v.p., treas., art dir. & prod. mgr.;* Edna Steinhauser, *sec. & rsrch. dir.;* Clarice Schmitz, *libr.*
Media Dept.: Edna Steinhauser, *dir. & space b.*

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Media Dept.: Lillian Kay, *b.*

Commerce Advertising Agency

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Compton Advertising, Inc.

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Media Dept.: Frank B. Kemp, *dir.;* Walter Barber, *assoc. dir.;* Maurice Sculfort, *assoc. dir.;* Julia Brown, *assoc. dir.;* Martin Hansen, *assoc. dir.;* Henry Clochessy, *assoc. dir. Tbs.:* Genevieve Schubert, Thomas Carson, Bertrand Mulligan, Thelda Cordani, Robert Liddel, Ethel Wieder, Frank Sweeney, Gretchen Morash, *art b.;* Belle Tester, *art b.*

Branch Offices:
8733 Sunset Blvd., Los Angeles 46, Calif. Crestview 4-7548. Waldo H. Hunt, *v.p. & mgr.;* Alvin Kabaker, *v.p. & dir. tv & rad. prod.*
141 W. Jackson Blvd., Chicago 4, Ill. Harrison 7-6935. L. O. Holmberg, *v.p. & mgr.*
744 N. Fourth St., Milwaukee 3, Wis. Broadway 1-9475. Richard M. Davis, *mgr.*
703 Market St., San Francisco, Calif. Garfield 1-4584. Norman E. Mork, *v.p. & mgr.*

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Robert Conahay, Inc.

270 Park Ave., N. Y. 17. Eldorado 5-6017. Robert S. Conahay, *pres. & treas.;* Robert S. Conahay III, *sec.;* Frank Denman, *v.p. & cpy. chf.;* Benjamin B. Mitchell, *v.p. & mkt. rsrch.;* Claude Hurd, *art dir.;* John S. Wassmer, *prod. mgr.*

Media Dept.: Marie Hughes, *dir. & b.*

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1105 Rust Bldg., Tacoma 2, Wash. Market 8155-56-57. Roscoe A. Smith, *p. & a.e.;* Victor Kaufman, *p. & a.e.;* Mildred Nelson, *prod. mgr.;* Dan Snope, *art dir. A. e.'s:* Kay Shinn, Harold C. Dixon, Gordon Bennett, James Schultz.

Conley, Baltzer & Steward

494 Jefferson St., San Francisco 9, Calif. Prospect 6-2884. Irvin H. Baltzer, *pres. & a.e.;* William A. Steward, *sec. & art dir.;* Robert W. Conley, *exec. v.p., treas. & a.e.;* William Baker, *prod. mgr.;* John Trimble, *a.e.*

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Conner Advertising Agency, Inc.

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Media Dept.: Cecil R. Conner, *dir. & space b.;* Samuel G. Howard, *tb.*

Connor Associates, Inc.

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S. A. Conover Co.

4082 Washington St., Roslindale, Mass. Hancock 6-4769. Albert H. Clime, *v.p., prod. mgr., art dir. & rad. dir.*

Thomas F. Conroy, Inc.

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Media Dept.: Bernice Cullen and Vivien Ives, *space bs.;* William Holchak, *talent b.*

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Media Dept.: Ralph Weinstein, *exec. in chg. & space b.;* Bentley Morriss, *tb.*

Conti Advertising Agency, Inc.

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Continental Advertising Associates

41 Union Square, N. Y. 3. Algonquin 5-9070-1. Robert Lothar Kendell, *o.*

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Branch Office:
266 Genesee St., Utica 2, N. Y. 3-8925. Leslie W. Devereaux, *mgr.*

Media Dept.: Bernadette Stack, *space b.*

Cooney & Connor, Inc.

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Media Dept.: D. F. Reardon, *dir.*

Co-operative Publishing Co.

200 S. Main St., Mishawaka, Ind. Blackburn 5-8884. John J. Rhodes, *o., bus. mgr.;* Robert A. Rhodes, *prod. mgr.*

Co-ordinated Advertising Corp.

16 W. 46th St., N. Y. 36. Judson 2-2100. Lester L. Wolff, *chmn. bd., pres.;* Irving Herz, *exec. v.p. & treas.;* Louis De Nunzio, *v.p. & art dir.;* Arthur A. Peltz, *v.p.;* Morris M. Winer, *v.p.;* Charlotte Armstrong, *tv & rad. dir.;* Morton J. Chalek, *dir. sls. promot.*

Media Dept.: Irving Herz, *dir., tb & print b.;* Virginia Ruggiero, *ass't dir. & print b.*

Cooper Advertising Agency

1003 Main St., Kansas City 5, Mo. Baltimore 1-7125. W. P. Cooper, *p.;* Camilla H. Cooper, *p.*

Cooper & Meyers Associates
154 Nassau St., N. Y. 38. Cortland 7-8057-8. Henry W. Meyers, *chmn. & a.e.;* Larry Stone, *art dir.;* Walter Blum, *credit superv. & a.e.;* Marion Meyers, *personnl. dir.;* Lenore H. Meyers, *rsrch. dir.;* Shirley Letty, *personnl. dir.;* Walter M. Warner, *new bus. dir. & a.e.;* Mercer W. Sweeney, *a.e.*

Allan J. Copeland Advertising
100 E. Ohio St., Chicago 11, Ill. Delaware 7-3757. Allan J. Copeland, *o.;* Harold M. Baum, *assoc.*

Copley Advertising Agency, Inc.
457 Stuart St., Boston 16, Mass. Commonwealth 6-7350. Anthony J. Cucchiara, *pres. & a.e.;* John C. Jones III, *v.p., treas. & a.e.;* Adelina M. DiPiero, *ass't treas. & exec. sec.;* Howard H. Burnham, *art dir., prod. mgr. & a.e.*

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10435 Burbank Blvd., N. Hollywood, Calif. Stanley 7-4348. Arthur L. Casden, *pres., personnl. dir. & a.e.;* Beatrice Casden, *v.p., cpy. chf. & a.e.;* M. Casden, *art dir. & a.e.;* John Beal, *prod. mgr.*

Corbin Advertising Agency
20 Vesey St., N. Y. 7. Beekman 3-6747.

Bertram Coren Advertising
104 Fifth Ave., N. Y. 11. Watkins 9-0816.

Cormack, Imse, Beaumont Advertising, Inc.
2755 N. 3rd St., Milwaukee 12, Wis. Franklin 2-6440. J. A. Cormack, *pres.;* G. W. Imse, *exec. v.p.*

Crosby & Cooper
235 Montgomery St., San Francisco 4, Calif. Douglas 2-5466. Wilson B. Cosby, *o.;* Herb Williams, *art dir.*
Media Dept.: N. Ballenger, *dir.*

Cose Advertising Agency
245 Parkview Ave., Bronxville 8, N. Y. Deerfield 7-0022. Alfred S. Cosentino, *o., art dir. & a.e.;* L. V. Colbert, *sec.;* L. C. Cosentino, *cpy. chf.;* Richard A. Paladore, *prod. mgr.*

Cotter Advertising Agency
120 Boylston St., Boston 16, Mass. Hancock 6-2424. James J. Cotter, *pres.*

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415 Lexington Ave., N. Y. 17. Murray Hill 2-0320. Sid N. Cottin, *o., tv & rad. dir. & a.e.;* Louis M. Cottin, *cpy. chf., mdsg. dir. & a.e.;* Muriel Sirkin, *personnl. dir.*
Media Dept.: Sid N. Cottin, *dir. & tb.*

Couchman Advertising Agency
25½ Highland Park Village, Dallas, Tex. Lakeside 6-3888. Albert Couchman, *o.*
Media Dept.: Mitch Lewis, *dir.*

Coulter & Coulter Advertising Agency
Majestic Bldg., San Antonio 5, Tex. Capitol 6-1852. Robert G. Coulter, *p.;* Violet C. Coulter, *p.*

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Lawrence Covington Advertising Agency
Belleview Tower, Belleview at 43rd, Kansas City 11, Mo. Logan 1-8522. Lawrence S. Covington, *o.;* Joseph A. Huppe Jr., *serv. dir.*

Morton H. Cowen Advertising Agency
1900 N. Grace Avenue, Hollywood 28, Calif. Hollywood 7-8189. Morton H. Cowen, *o.;* Dorothy Cowen, *sec.;* Herbert Cornell, *a.e.*

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50 Arcade Bldg., Main St., Columbia 1, S. Car 2-5340, 4-4635. Jane Cox Oliver, *o. & mgr.;* Clyda D. Armstrong, *libr.*

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Media Dept.: T. McFarland, *dir., space b. & tb.;* Ross Torreson, *talent b.*

Cox & Jackson Advertising Agency, Inc.
1419 Elizabeth Ave., Charlotte 4, N. C. Franklin 6-5681. Mitchell P. Cox, *pres. & a.e.;* D. E. Jackson, *v.p. & a.e.;* W. J. Harris, *art dir. & prod. mgr.;* S. S. Scanlon, *tv dir.*
Media Dept.: D. E. Jackson, *dir.;* Margaret Smith, *space b. & tb.*

Cox & Tanz Advertising
333 S. 21st St., Philadelphia 3, Pa. Rittenhouse 6-7502. Eugene R. Tanz, *dir. & a.e.;* R. Rivers, *art dir.;* R. D. Carlo, *prod. mgr. & rsrch. dir.;* James Kirk Connell, *cpy. chf., tv & rad. dir.;* Paul Stern, *ass't continuity dir.;* A. M. Beach, *libr. A. e.'s:* Joseph Carra, John Lillback, Norman Morris.

Craddick Service, Inc.
800 Northwestern Bank Bldg., Minneapolis 2, Minn. Federal 8-4767. H. B. Craddick, *p.;* H. L. Craddick, *v.p. & treas.*

Craft Advertising Co.
230 E. Ohio St., Chicago 11, Ill. Michigan 2-4471. Beldone Nyder, *o.;* H. C. Sheldon, *prod. mgr. A. e.'s:* Louis Mathieu, James G. Wagner.

John Gilbert Craig Advertising, Inc.
913 Washington St., Wilmington 99, Del. 5-6185. J. Gorman Walsh, *pres. & a.e.;* Ruth V. Craig, *v.p.;* Kathleen A. Walsh, *sec., treas. & a.e.;* Wm. H. Gordy, *traff. mgr. & a.e.;* Jackson Y. Wright, *prod. mgr.;* William E. Hyland, *art dir.*
Media Dept.: Ralph R. Swann, *b.*

Craig & Webster Advertising Agency
204 All-American Security Life Bldg., 19th & Ave. M., Lubbock, Tex. Porter 2-2314. T. Bruce Craig, *p.;* Rex Webster, *p.;* Leon Harris, *a.e.;* Howard Welborn, *art dir.*

Cramer-Krasselt Co.
733 N. Van Buren St., Milwaukee, Wis. Broadway 6-3500. A. W. Seiler, *chmn. of bd. & pres.;* Herbert N. Pasteur, *exec. v.p.;* C. W. Faude, *exec. v.p. & treas.;* Lester H. Ness, *v.p.;* N. L. Telander, *v.p.;* R. F. Timm (Bob) *v.p.;* H. T. Dyson, *v.p.;* Carl H. Brehm, *v.p.;* H. V. Swenson, *dir. rsrch. & mktg.*
Media Dept.: Lester H. Ness, *dir. & space b.;* Ollie Erbstoeszer, *superv. & space b.;* Roger LeGrand, *dir. tv & rad.;* Loretta Mahar, *tb.*

Cramer-Tobias, Inc.
515 Madison Ave., N. Y. 22. Plaza 3-2380. Richard Tobias, *chmn. & sec.;* Jack Bisco, *pres. & treas.;* Richard Tobias Jr., *v.p.*

Crandall Advertising, Inc.
1710 Jackson St., Dallas 1, Tex. Prospect 8064. Persons J. Crandall, *pres. & a.e.;* James M. Carey, *mgr. & a.e.;* Margaret B. Crandall, *off. mgr.*
Media Dept.: Margaret B. Crandall, *dir.*
Branch Office:
Crandall Advertising of Ft. Worth, Inc., 2803 Race St., Ft. Worth, Tex. Terminal 4-2279. Persons J. Crandall, *pres. & a.e.;* Mrs. F. T. Dean, *off. mgr.*
Media Dept.: Mrs. F. T. Dean, *dir.*

Roy F. Cratty Agency
Second & State Sts., 401 City Hall Bldg., Rockford, Ill. 8-2122. Roy F. Cratty, *pres.;* Edward Nielsen, *a.e.*

Crawford Advertising, Inc.
107 N. Conception St., Mobile 3, Ala. He 2-6716. Harry G. Crawford, *pres.*

Crawford & Porter Advertising, Inc.
616 Marietta Bldg., Atlanta, Ga. Jackson 4-4367-8-9. Harry N. Crawford Jr., *pres. & a.e.;* Dusty Carol Porter, *exec. v.p., treas. & a.e.;* Herbert V. Webb, *prod. mgr. & art dir.*
Media Dept.: Dusty Carol Porter, *b.*

Creative Advertising Agency
2828 Hudson Blvd., Jersey City 6, N. J. Swarthmore 5-3660-1-2. Elliott Porte, *p., art dir., rad. dir. & a.e.;* Herbert B. Adler, *p., tv dir. & a.e.;* John Bertotti, *prod. mgr.;* David Housedorff, *cpy. chf.;* Shirley Neuman, *publ. dir.;* Arlene Hoffman, *rsrch. dir.*

Creative Marketing Associates
2161 Shattuck Ave., Berkeley 4, Calif. Thornwall 5-1318. W. Burr Henion, *o.*

Getz Crenshaw Advertising Agency
620 Goodwyn Inst., Memphis 3, Tenn. Jackson 7-3200. Getz Crenshaw, *o.;* Fred A. Turner, *a.e.;* Marion L. Parrott, *sec.*

Crescent Advertising Agency
344 N. Church St., Kalamazoo, Mich. 2-0168. Wilson Barrett, *mgr.;* George Tuck, *treas.;* Richard A. Kribs, *art dir.;* James Wilson Jr., *prod. mgr.*

Crier Advertising Service
1836 Euclid Ave., Cleveland 15, Ohio. Pros-

pect 1-0930. William V. Linas, *pres.*; John L. Willett, *v.p.*

Critchfield & Co., Inc.
520 N. Michigan Ave., Chicago 11, Ill. Superior 7-3061. Edward P. Nesbitt, *pres.*; Irving R. Allen, *consult.*; Clarence H. Russell, *v.p. & creat. dir.*; Paul J. Johnson, *v.p. & a.e.*, Robert D. Cunningham Jr., *v.p. & a.e.*; Ed E. Deuss, *v.p. & a.e.*; Charles J. Nesbitt, *sec. & a.e.*; Larry Walczyk, *art dir.*; James H. Reynolds, *prod. mgr.*; Jocelyn Tyler, *a.e.*; John A. Grandland, *a.e.*

Crofton Advertising Co., Inc.
570 Seventh Ave., N. Y. 18. Chickering 4-7731. J. C. Goldstein, *pres. & prod. mgr.*; Doris Ungar, *treas.*

Crolly Advertising Agency
42 E. Market St., Wilkes-Barre, Pa. Valley 2-7191. Phil O'Neill, *pres.*; Thomas J. O'Neill, *v.p.*

Cromwell Advertising Agency, Inc.
300 W. 43rd St., N. Y. 36. Plaza 7-1900. J. J. Pollack, *pres., treas., tv & rad. dir. & a.e.*; Rosalind Pollack, *sec.*; Lester Fried, *art dir. & prod. mgr.*; Diana Dean, *cpy. chf.*; Max Hecht, *publ. dir.*; A. Pollack, *rsrch. dir. & a.e.*
Media Dept.: Lillian Drobin, *dir. & space b.*; J. J. Pollack, *tb.*

Crook Advertising Agency, Inc.
Adolphus Tower, Dallas 1, Tex. Riverside 3211. Wilson W. Crook, *pres.*; James P. Anderson, *exec. v.p.*; Wilson W. Crook Jr., *sr. v.p.*; H. W. Maier, *v.p.*; Jay DuBose, *v.p. & a.e.*; Ruth W. Ledgerwood, *sec.*; Travis C. Crook, *treas.*; Lee Ethel, *art & prod. mgr.*; H. Maier, *mktg. dir. A. e.'s:* Joy Cern, Robert Lainhart.
Media Dept.: Mrs. Frances Banister.

Samuel Croot Co., Inc.
28 W. 44th St., N. Y. Bryant 9-2588. Samuel Croot, *pres. V.p.'s:* Donald B. Brant, Arthur Anderson, Harvey C. Stocking, Robert G. Croot; Martin Grubman, *art dir.*; Mrs. R. C. McCready, *prod. mgr.*; Frances Eastland, *home economist.*

Arthur Crosby Service
516 Fifth Ave., N. Y. 36. Murray Hill 7-5268. B. F. Landsman, *rad. dir.*; M. Barkan, *art dir.*
Media Dept.: B. F. Landsman, *b.*

Crown Advertising, Inc.
48 Warren St., N. Y. 48. Worth 4-5050. Oscar Kronenberg, *pres. & treas.*

Cruttenden Advertising, Inc.
201 N. Wells St., Chicago 6, Ill. Financial 6-3630. Leon H. Lewis, *p. & a.e.*; George M. Stern, *p. & a.e.*; Maurice Weil, *art dir. A. e.'s:* Robert H. Ware, Justin C. Tanner, Richard H. Wilson.

Culbertson Advertising
714 Sudekum Bldg., Nashville 4, Tenn. Alpine 6-7822. William R. Culbertson, *pres. & a.e.*; Mrs. Jeanette S. Smith, *sec.*; Mrs. William R. Culbertson, *treas.*; William T. Jordan, *prod. mgr.*

Earl R. Culp Co.
551 S. Oxford Ave., Los Angeles 5, Calif. Dunkirk 2-8406. Earl R. Culp, *o. & b.*; M. S. Searcy, *sec.*

Culver Advertising, Inc.
20 Providence St., Boston 16, Mass. Liberty 2-7471. Edward H. Culver, *pres. & treas.*; Frank J. Milauskas, *v.p. & art dir.*; Robert B. Hanna, *cpy. chf.*; Marjorie A. Sutherland, *off. mgr.*

Cummings, Brand & McPherson
2929 N. Main Road, Rockford, Ill. Rockford 7-5706. A. B. Brand, *sr. p. & a.e.*; J. R. McPherson, *p. & a.e.*; W. W. Jones, *p. & a.e.*; R. L. Blewfield, *prod. mgr., p. & a.e.*; R. M. Porter, *p. & a.e.*; E. C. Lundquist, *p.*; W. L. Dorr, *p. A. e.'s:* L. R. Klein, Norma Mann, Frank Gorzynski.

J. L. Cunningham & Co.
228 N. LaSalle St., Chicago 1, Ill. Financial 6-1854. J. L. Cunningham, *pres. & treas.*; D. H. Valens, *v.p.*; Richard Axtell, *art dir.*; M. G. Feely, *sec.*

Cunningham & Walsh, Inc.
260 Madison Ave., N. Y. 16. Murray Hill 3-4900. Fred H. Walsh, *chmn bd.*; John P. Cunningham, *pres.*; Robert R. Newell, *exec. v.p.*; Edward G. Comstock, *sr. v.p. & sec.*; George S. Fowler, *sr. v.p.*; Herbert S. Fox, *sr. v.p.*; Carl R. Giegerich, *sr. v.p.*; Conklin Mann, *sr. v.p.*; Newman F. McEvoy, *sr. v.p.*; George A. McMoran, *sr. v.p. & treas.*; William Reydel, *sr. v.p.*; John S. Williams, *sr. v.p.*; Edward H. Mahoney, *v.p. chg. tv & r.*; William B. Bunn, *v.p.*; Story F. Chappell, *v.p.*; Anthony C. Chevins, *v.p.*; Jerome J. Cowen, *v.p.*; Jerome R. Feniger, *v.p.*; George A. Flanagan, *v.p.*; Robert M. Gillham, *v.p.*; Norman G. Gort, *v.p.*; Howard S. Johnson, *v.p.*; Russel K. Jones, *v.p.*; Richard Mann, *v.p.*; Edward F. Molyneux, *v.p.*; William W. Mulvey, *v.p.*; Carl W. Nichols, *v.p.*; William K. Pehlert, *v.p.*; Cuyler Stevens, *v.p.*; Charles B. Straus, *v.p.*; Gerald W. Tasker, *v.p.*; Herbert Thwaite, *v.p.*; Shelton Weeks, *v.p.*
Media Dept.: Newman F. McEvoy, *dir. Supervs.:* Edward Baczewski, Jerome Feniger, John Lucinatelli, Shelton Pogue, William White. *Tbs.:* Manny Klein, Jeremy Sprague, Joseph Gavin; Harold Gregg, *space b.*; James Ducey, *space & tb.*
Branch Offices:
8721 Sunset Blvd., Hollywood 46, Calif. Crestview 4-7241. William J. Peterson, *exec. in chg.*
6 North Michigan Ave., Chicago 2, Ill. Andover 3-3138. Ivan Hill, *exec. v.p. in chg.*

Curtis Advertising Co., Inc.
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Media Dept.: M. Lerman, *space b.*

T. L. Curtis Advertising
255 Genesee St., Utica 2, N. Y.

Curtis, Quinlan, Keene & Peck, Inc.
1134 N. Pennsylvania St., Indianapolis 2, Ind. Melrose 4-8501. Harold A. Quinlan, *chmn., pres. & a.e.*; Kenneth E. Keene, *exec. v.p. & a.e.*; Jack S. Peck, *v.p. & a.e.*; A. E. Leak, *sec. & treas.*; Robert G. Turpin, *art dir.*; Glen A. Roth, *prod. mgr.*; C. J. Lake, *a.e.*

Cushing Co.
716 N. Second St., Phoenix, Ariz.

Cusick, Schwerke & Wild
200 Farm & Home Bldg., San Antonio 5, Tex. Ca 6-9206. N. D. Schwerke, *gen. mgr.*; C. R. Cusick, *mdse. dir.*; R. O. Whipple, *art dir.*; Bill Straley, *tv & rad. dir.*

Dale & Finkels, Inc.
8 W. 56th St., N. Y. 19. Circle 5-5234.

Charles Jon Dalldorf
452 Fifth Ave., N. Y. 18. Lackawanna 4-3399. Charles Jon Dalldorf, *o.*

Ralph W. Dalton & Assocates
131 S. Market St., Troy, Ohio. 3831. Ralph W. Dalton, *o. & a.e.*; Delmar Kain, *art dir.*; Glenn Nally, *prod. mgr.*; R. Murray Dalton, *a.e.*
Media Dept.: Thelma R. Dalton, *space b.*

Danbury Advertising Agency
286 Main St., Danbury, Conn. Pioneer 8-2851. Helen L. Patrowitz, *o.*

Dancer-Fitzgerald-Sample, Inc.
347 Madison Ave., N. Y. Oregon 9-0600. H. M. Dancer, *chmn. bd.*; C. L. Fitzgerald, *pres.*; F. T. Leighty, *v.p., sec. & gen. mgr.*; W. F. Maughan, *treas.*; J. J. Neale, *v.p.*; D. Nyren, *v.p.*; N. Mathews, *v.p.*; L. O. Brown, *v.p., rsrch. & mdsg. dir.*
Media Dept.: L. O. Brown, *dir.*; L. T. Fischer, *dir. & exec. in chg. Assoc. dirs.:* K. Torgerson, R. Wulfhorst, C. Botway, *Bs.:* P. Triolo, W. Teitz, G. Mulderrig, F. Howlett, L. Bernstein, J. Snodgrass, H. Fisher, G. Myers, F. Moriarity, J. Catanese, S. Hamer, G. Dineen, R. Bobic, G. Walker, R. McClenahan, C. Eaton, R. Williams, C. Simmons, J. Kearns, H. Frost, S. Reisenbach, J. Clinton, M. Bruehl, P. Hawley, Lee Gaynor.
Branch Offices:
221 N. LaSalle St., Chicago 1, Ill. Financial 6-4700. F. Sewall Gardner, *exec. v.p. & exec. in. chg. Media Dept.:* Harry Pick, *dir.*
1680 N. Vine St., Hollywood 28, Calif. Hollywood 5-3256. J. J. Neale, *v.p. in chg. tv & rad.*
114 Sansome St., San Francisco, Calif. Douglas 2-5107. W. W. Woodbridge Jr., *v.p. & exec. in chg. Media Dept.:* Glenn Wilmoth, *dir.*
200 St. Clair Ave., W., Toronto 7, Ont., Can. Walnut 4-8425. Gilbert Nunns, *v.p. & exec. in chg.*

Daniel & Charles, Inc.
185 Madison Ave., N. Y. Murray Hill 6-7288. Daniel S. Karsch, *pres. & a.e.*; Charles Goldschmidt, *exec. v.p., treas. & a.e.*; J. R. Kupsick, *v.p. & a.e.*; Harvey Bresler, *v.p. & a.e.*; S. Green, *art dir.*; R. Emery, *art dir.*; T. Margulies, *art dir.*; Jack Mitnick, *prod. mgr.*; Ed. Hammond, *cpy. chf.*; Edward Stahl, *rad. dir.*; Rena Churgin, *publ. dir. A. e.'s:* Rosalind Seides, Gloria Harnick.
Media Dept.: Viola Barton, *space b.*

D'Arcy Advertising Co.

Missouri Pacific Bldg., St. Louis 3, Mo. Central 1-6700. P. J. Orthwein, *pres.;* E. D. Cronk, *v.p. & treas.;* Harry W. Chesley Jr., *exec. v.p. V.p.'s:* H. N. Spencer, Gene Kowall, J. K. Payne, Dean Coyle, J. J. O'Neal, Hans Sauer, Lee White, J. G. Gonzelman, R. F. Krebs, J. C. Macheca, M. D. McQueen, J. B. Orthwein, C. A. Horn; H. O. Vogt, *sec.;* J. Robert Mudd, *rsrch. dir.*

Branch Offices:

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Terminal Tower Bldg., Cleveland 13, Ohio. Tower 1-3911. S. P. Seward, *exec. in chg., v.p.;* D. J. O'Neill, *v.p.*

3450 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 5-3171. Jern Eastman, *v.p.*

Prudential Plaza, Chicago 1, Ill. Michigan 2-5332. W. C. Edwards, *v.p.;* J. B. Wilson, *v.p.*

75 Eighth St., Atlanta, Ga. Trinity 2-8815. J. Hixon Kinsella, *exec. in chg., v.p.*

57 Bloor St., W., Toronto, Ont., Can. Walnut 1-3135. G. P. Altenbernd, *v.p., exec. in chg.*

1228 Texas Natl. Bank Bldg., Houston 2, Tex. Capitol 4-9751. J. Bob Wilson, *v.p., exec. in chg.*

1301 Fidelity Union Life Bldg., Dallas 1, Tex. Sterling 1503. J. T. Dwyer, *mgr.*

1225 Penobscot Bldg., Detroit 26, Mich. Woodward 1-7881. J. C. Cowhey, *mgr.*

Publicidad D'Arcy, S. A., Paseo de la Reforma 164, Mexico City, D. F. Phone 35-14-61. E. A. Hallett Jr., *v.p., exec. in chg.*

Dartnell Agency

156 Sunset Ave., Verona, N. J. Center 9-0616. T. L. Dartnell, *prop.*

Branch Office:

350 Hudson St., N. Y. 14. Watkins 4-4630.

Datche Advertising Co.

710 N. 12th Blvd., St. Louis 1, Mo. Chestnut 1-5260. Ruth Datche Falchero, *pres. & a.e.;* John Datche, *v.p., sec. & a.e.*

Jimm Daugherty, Inc.

706 Chestnut St., St. Louis 1, Mo. Main 0790. James M. Daugherty, *pres.;* H. D. Hanscom, *v.p.;* Pauline Otto Daugherty, *sec. & treas.;* L. J. Hersby, *prod. mgr.*

Media Dept.: James M. Daugherty, *space b.*

Allan David Advertising

20 W. Jackson Blvd., Chicago 4, Ill. Webster 9-3788. Walter L. Coburn, *pres.;* Fritzi Seeger, *v.p.;* Irene Cummings, *sec.;* Melvin Hayman, *treas.;* Burton J. Winick, *art dir.*

David, Inc.

1st National Bank Bldg., St. Paul 1, Minn. Ca 4-3872. Q. J. David, *pres. & treas.;* R. H. David, *v.p., sec. & art dir.*

Media Dept.: Rosemary Castor.

David Industrial Ad & Art Agency, Inc.

6 E. 39th St., N. Y. 16. Murray Hill 3-9397. David Youner, *pres., cpy. chf. & a.e.;* Herbert Youner, *sec. & assoc. art dir.;* Sherwood Bundshue, *art dir.;* Charles Levine, *prod. mgr. & a.e.*

Media Dept.: Joyce Wolf, *dir.*

R. I. David & Co.

510 N. Dearborn St., Chicago 10, Ill. Whitehall 4-1635. Robert I. David, *pres.;* Janet White, *sec.;* Melvin Hayman, *treas.;* Stanley Waldman, *cpy. dir.;* Joseph Adams, *art dir.*

Media Dept.: Lynn Fremont, *dir.*

Davies & McKinney

1408 Baldwin Bldg., Erie, Pa. 46467. A. J. Davies, *p., art dir.;* C. E. McKinney, *p. & a.e.;* William T. Stout, *a.e.;* Violet Tribley, *sec.;* W. B. Vorberger, *treas.*

Media Dept.: A. J. Davies, C. E. McKinney, *space bs.*

Davis Advertising, Public Relations, Campaigns, Inc.

P.O. Box 21, Glikbarg Bldg., Salinas, Calif. 3893. Jefferson Davis, *pres.;* Lucille Davis, *v.p. & treas.;* V. Selivanovsky, *art dir.*

Media Dept.: Jefferson Davis, *space b.*

B. K. Davis & Bro. Advertising Service

Oxford & 7th Sts., Philadelphia 22, Pa. St 7-7550. B. K. Davis, Emma E. Davis, *o's.;* Gerald G. Griffin, *exec. in chg.*

Davis & Blackwell, Inc.

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Charles H. Davis

457 Stuart St., Boston 16, Mass. Copley 7-0462. Charles H. Davis, *o.*

Davis-Daniels, Inc.

139 Cadillac Square, Detroit 26, Mich. Woodward 5-9874. Monroe D. Molner, *pres. & bd. chmn.;* Harry H. Goldberg Jr., *v.p. & treas.;* Floyd Clark, *prod. mgr. & cpy. chf.*

Media Dept.: Ben Berman, *dir., rad. dir. & tal. b.;* Monroe D. Molner, *mag. b. & tb.;* Harry H. Goldberg Jr., *tv dir.;* Elliott Maraniss, *space b.*

Davis-Harrison-Simmonds

6600 Lexington Ave., Hollywood 38, Calif. Hollywood 3-6903. Don L. Davis, *pres. & a.e.;* Mardon S. Davis, *v.p. & prod. mgr. V.p.'s:* Ralph A. Vaughn, Gabe D. Wellner, Jerry B. Cesak, R. W. Hodgson; M. L. Moffitt, *sec.;* Olinka Hardy, *art dir.;* M. L. Maxwell, *cpy. chf.;* Dawnelle M. Davis, *tv & rad. dir.;* Marg Cook, *pub. rels. dir.;* Henry Hampton, *rsrch. dir. A. e.'s:* Don L. Davis, Robert E. Johnson, Tom C. Davis, George A. Fletcher, J. E. Myers Jr., Jerry B. Cesak, R. W. Hodgson, Helen Staples, W. B. Mason, C. W. Crowley.

Media Dept.: M. L. Maxwell, *tb.;* Ralph Hagan, *space b.*

Branch Offices:

817-14th St., N.W., Washington, D. C. National 8-6206. Jerry B. Cesak, *mgr.*

5649 Cartwright, N. Hollywood, Calif. Po 3-3109. W. B. Mason, *mgr.*

Henry L. Davis Co.

12 E. 41st St., N. Y. 17. Murray Hill 3-1657. Henry L. Davis, *prop. & rad. dir., cpy. chf. & a.e.;* Henry Gottfried, *art dir., prod. mgr. & a.e.;* E. D. Smith, *publ. dir. & a.e.;* Samuel Kurland, *traff.;* S. L. Davis, Louis Asciutto, *a.e.'s.*

Media Dept.: Henry L. Davis, *tb.;* E. D. Smith, *space b.*

Irving Davis Advertising Agency

151 W. 51st St., N. Y. 19. Circle 7-1870. Irving Davis, *o.*

Jack Davis Advertising, Inc.

113 W. 57th St., N. Y. 19. Circle 5-5676. Jack Davis, *pres.;* Robert J. Wattoff, *v.p. & cpy. chf.;* Joseph G. Shannon, *art dir.;* William Fertally, *prod. mgr.*

Leonard Davis Advertising

107 Front St., Worcester, Mass. Pleasant 7-3617. Leonard Davis, *pres.;* Marion Davis, *v.p.*

Davis, Parsons & Strohmeier, Inc.

52 Vanderbilt Ave., N. Y. 17. Murray Hill 6-0342. Dudley L. Parsons, *chmn. & a.e.;* Malcolm Davis, *pres., treas. & a.e.;* LeRoy Appleton, *v.p., art dir. & a.e.;* William D. Strohmeier, *v.p. & a.e.;* Carroll J. Dickson, *sec.;* Sheldon C. Downes, *prod. mgr.;* Betty Ryan Wolfe, *a.e.*

Media Dept.: Malcolm Davis, *dir.*

Davis Press, Inc.

44 Portland St., Worcester 8, Mass. Pl 4-4114. R. M. Spencer, *pres.;* Warren G. Davis, *treas.;* William H. Tomajan, *art dir.;* Francis P. Dill, *prod. mgr.*

Media Dept.: R. M. Spencer, *space b.*

Davis & Blackwell, Inc.

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Dawson Advertising Co.

19th & Garfield Avenue, P.O. Box 668, St. Joseph, Mo. 3-1001. Max J. Dawson, *pres. & a.e.;* Jessie Cochran, *v.p.;* Robert E. Douglas, *sec.;* Carl C. Castel, *treas.;* Gary E. Teed, *prod. mgr.;* Earl Atlakson, *a.e.*

Day, Harris, Hargrett & Weinstein

40 Sixteenth St., N.W., Atlanta, Ga. Trinity 6-4824. Marvin Day, *pres.;* Abe Weinstein, *v.p. chg. prod.;* Carolyn H. Harris, *v.p. chg. cpy.;* Haines H. Hargrett, *sec. & treas.;* Gene Ledbetter, *art dir.;* Henry V. Hayes, *mdsg. rep.;* J. L. Waldron, Holt Gewinner, *a.e.'s.*

Media Dept.: Audrey S. Ferguson, *dir.*

Day Wesley & Co.

2818 Ingersoll, Des Moines 12, Iowa. At 8-2258. Wesley Day, *pres., treas. & a.e.;* M. B. Alexander, *sec.;* Kelly Rucker, *art dir., prod. mgr. & a.e.;* Donald H. Wallace, *tv & rad. dir.;* Robert D. Hullihan, *pub. rels. dir. & a.e.;* Robert M. Buckley, *publ. dir. & a.e.;* Patricia Putz, *libr.*

Media Dept.: M. B. Alexander, *dir.*

AGENCIES

Hugh A. Deadwyler Advertising, Inc.

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Media Dept.: Margaret C. Gwynn, *space b.*

Joseph B. Deady Advertising Agency

2242 Emerson Ave., Dayton 6, Ohio. Randolph 5601. Joseph B. Deady, *o.;* Tom Scholey, *art dir. & prod. mgr.*

Ben Dean Advertising Agency

207 Houseman Bldg., Grand Rapids 2, Mich. Glendale 8-0666. Ben Dean Jr., *mgr.;* Mildred Juneau, *a.e.*

Mario DeBiasi Advertising Agency, Inc.

51 Chambers St., N. Y. 7. Worth 2-7093. A. DeBiasi, *pres.;* Mrs. Mary DeBiasi, *treas.*

John L. de Brueys Advertising

3017 Midlane, Houston 1, Tex. Mohawk 9595. John L. de Brueys, *o.;* Vance Van Demark, *art dir.*

Media Dept.: John L. de Brueys, *space b.*

deBruyn Advertising

310 N. Stanton St., El Paso, Tex. 2-5627. Erich deBruyn, *pres. & art dir.;* Salvador Arellano, *prod. mgr.;* H. deBruyn, *personnl. dir.;* C. Gil de Partearroyo, *cpy. chf., pub. dir. & a.e.;* Richard deBruyn, *a.e.*

Media Dept.: H. deBruyn, *dir. & tb.*

deGarmo, Inc.

122 E. 38th St., N. Y. 16. Oregon 9-3885. Louis deGarmo, *pres. & a.e.;* John deGarmo, *exec. v.p., sec., treas. & a.e.;* Nicholas Lombardi, *prod. mgr.;* Robert Robischon, *pub. rels. dir. & a.e.*

Media Dept.: George Berger, *space b.*

Mitchell B. DeGroot Advertising

Union Trust Bldg., Pittsburgh 19, Pa. Atlantic 5090. Mitchell B. DeGroot, *a.e.;* Charles Omodio, *sec.;* John D. Houck, *art dir.*

Media Dept.: Mitchell B. DeGroot, *space b.*

Ira E. DeJernett Advertising Agency

Employers Insurance Bldg., Dallas 2, Tex. Prospect 6389. Ira E. DeJernett, *pres. & a.e.;* Janelle Nance, *sec. & prod. mgr.;* Ernest DeJernett, *treas.;* B. M. Foster, *art dir. A. e.'s:* William DeJernett, Lois Durden, Burke Gilliam.

DeLoach Advertising Agency

620-21 Texas Bank Bldg., Dallas 2, Tex. Riverside 1-4603. James W. DeLoach, *o.*

De Martini Associates

Lewis Tower Bldg., Philadelphia 2, Pa. Kingsley 6-1335. Alfred De Martini, *pres. & creat. dir.;* Nicholas Arena, *art dir.;* Martin B. Cramer, *prod. mgr. & cpy. chf.;* Ruth Goren, *off. mgr.;* Jack Accetta, *a. dir.*

Media Dept.: Ruth Goren, *dir.*

Branch Office:
Haddon Heights, N. J. Lincoln 7-5215. Alberta De Martini, *mgr.*

Rice, Demiris & Associates, Inc.

429 Atlas Bldg., Salt Lake City 1, Utah. Empire 3-8151, 4-2668. William D. Rice, *pres. & a.e.;* Chris Demiris, *sec., treas. & a.e.;* Earl Crocker, *art dir.;* Robert D. Yates, *prod. mgr.;* Edna Draper, *publ. dir.*

Mel DeMunn & Associates

30 N. LaSalle St., Chicago 2, Ill. Central 6-3205. Mel DeMunn, *pres. & a.e.;* E. M. Boss, *v.p. & rsrch. dir.;* Francis C. Cummings, *prod. mgr.*

Media Dept.: M. F. DeMunn Jr., *dir.*

Denham & Co.

Book Bldg., Detroit, Mich. Woodward 5-4941. A. F. Denham, *pres.;* D. D. Tweedie, *exec. v.p. & treas.;* E. L. Karpick, *v.p. & publ. dir.;* E. S. Denham, *sec.;* V. A. Rengert, *art dir.;* L. C. Turrin, *prod. mgr.;* V. Wilson, *libr. A. e.'s:* A. F. Denham, D. Acklin, R. J. Fitzgibbons, D. D. Tweedie, E. L. Karpick.

Media Dept.: E. S. Denham, *dir.*

Denhard & Stewart, Inc.

114 E. 32nd St., N. Y. 16. Murray Hill 9-2580. Charles H. Denhard, *pres.;* Andrew S. Stewart, *exec. v.p.;* Elsie L. Peters, *v.p. & treas.;* John Reynolds, *sec.;* Catherine M. Lewis, *gen. mgr.*

Denman & Baker, Inc.

Buhl Bldg., Detroit 26, Mich. Wo 5-1474. William I. Denman Jr., *pres. & treas.;* Ernest W. Baker Jr., *v.p.;* George M. Black, *v.p.;* John K. Worley, *sec.;* Raymond Krohl, *prod. mgr.;* Jerome Handman, *cpy. chf.*

Dennis Advertising Agency

4564 York Blvd., Los Angeles 41, Calif. Clinton 5-6567, 5-5171. Robert F. Dennis, *pres., art, tv & rad. dir. & prod. mgr.*

Media Dept.: Robert F. Dennis, *dir., space b.;* A. Kalina, *space b.*

Dennis, Parsons & Cook

Lynch Bldg., Jacksonville, Fla. Elgin 6-6875. Hugh Dennis, *pres.;* Al Parsons, *sr. v.p. & treas.;* Bill Cook, *v.p.;* Harry Weigle, *v.p.*

De-Perri Advertising, Inc.

141 E. 44th St., N. Y. 17. Murray Hill 7-4980. Perry Wachtel, *pres. & a.e.;* I. J. Alexander, *cpy. chf.;* Steve Towner, *art dir.;* Arthur Tarakofsky, *prod. mgr.;* Rita Damian, *libr.;* Saul Waring, *a.e.*

Media Dept.: Rose Greher, *dir. & space b.*

De Priest, Leland Co.

1643 Oakwood Ave., Arcadia, Calif.

Joe Dermody Agency

Sixth St., Bay City, Michigan. 8823. H. Frank Davis, *pres.;* M. Redmond, *a.e.*

Herschel Z. Deutsch & Co. Inc.

30 E. 60th St., N. Y. 22. Plaza 3-1788. Herschel Z. Deutsch, *pres.;* M. A. Wagner, *rsrch. & mdsg.*

Media Dept.: Madeleine Allison, *dir.;* Dorothy H. Glasser, *ass't to dir., tb. rad. & print.*

Deutsch & Shea, Inc.

230 W. 41st St., N. Y. 18. Longacre 4-5900. Arnold R. Deutsch, *pres.;* Van M. Evans, *v.p.;* Henry Geissenheimer, *sec.;* Martin Schreiber, *art dir.;* Frank Coss, *rsrch. dir.*

Branch Office:
Deutsch & Shea New Jersey Corp. 1 Exchange Pl., Jersey City, N. J.

D' Evelyn-Guggenheim Agency

155 Montgomery St., San Francisco, Calif. Sutter 1-5564. Norman F. D'Evelyn, *p.;* Richard F. Guggenhein *p.;* Kenneth D. Shupe, *a.e.*

George L. DeVille Advertising

53 W. Jackson Blvd., Chicago 4, Ill. Ha 7-0600. George L. DeVille, *o.;* J. Stephen Pribula, *art dir.;* John H. Sampson, *traff.*

Media Dept.: Anne Schindler.

Devine Advertising Agency, Inc.

1457 Broadway, N. Y. 36. Wisconsin 7-0056. John J. O'Hearne, *pres.;* Anna Devine, *treas.;* Helen Devine, *sec.;* L. M. Troupp, *art dir.;* Joseph A. Garramone, *a.e.*

Media Dept.: Joseph A. Garramone, *space b.*

Devine & Brassard, Inc.

Realty Bldg., Spokane 4, Wash. Main 4311. Charles R. Devine, *pres.;* Betty A. Devine, *v.p.;* W. G. Ennis, *sec. & treas.;* Kermit C. Poorman, *art dir.;* Hilton D. King, *prod. mgr. A. e.'s:* J. C. Grover, Wilfred R. Miller.

Media Dept.: Mrs. Lois K. Krueger, *space b.*

De Wane Associates, Inc.

20 Orchard St., Middletown, N. Y. 6638. Raymond F. Phaneuf, *pres. & a.e.;* Douglas F. Kinnear, *v.p., treas. & a.e.;* Alex Lindgrem, *art dir.;* Dorothy Sherman, *a.e.*

Dewitt Agency

286 Richmond Ave., Staten Island 2, N. Y. Gibraltar 2-1006. Harry D. Pelcher, *o. & mgr.*

Stanley B. Dial Advertising

39 S. LaSalle St., Chicago 3, Ill. State 2-8980. Stanley B. Dial, *a.e.;* A. Bermond, *a.e.*

Media Dept.: Loraine M. Rogers, *dir.*

Diamond-Barnett, Inc.

6 E. 45th St., N. Y. 17. Murray Hill 2-7025. Zan Diamond, *pres. & a.e.;* Lee M. Barnett, *sec., treas. & a.e.;* Roma Rudd, *v.p. & cpy. chf.;* Irving R. Levine, *v.p. & prod. mgr.;* Roy Kuhlman, *art dir.;* Marion Cherry, *fash. coord. & a.e.*

Dickerman Advertising, Inc.

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Media Dept.: Martha Davidson, *dir.*

Dickerson & Associates

35 E. Wacker Dr., Chicago 1, Ill. John D. Ware, *o.*

Dicklow Advertising Agency

1025 National Bldg., Dallas 1, Tex. Riverside 2-8295. Mrs. Irene Scott Dicklow, *o.*

Fred L. Diefendorf Agency
P.O. Box 4529, Monterey, Calif. Monterey 2-4529. Fred L. Diefendorf, *prop.*; Eliz Luttgen, *sec.*

Diener & Dorskind, Inc.
147 W. 42nd St., N. Y. 36. Bryant 9-8300. Robert Dorskind, *pres.*; Benjamin Dorskind, *treas.*; Leo Greenland, *tv & rad. dir.*; Harry Pollack, *prod. mgr.*; Albert Dorskind, *sec.*; Herbert Goudket, *off. mgr. A. e.'s:* Leo Greenland, F. Bryant, A. Meyer, Hortense Pollack, Leo A. Matz, N. Rosen, Irving Revell, L. Silver, Robert Golub, H. Day, Larry Seymour, Jerry Ganz.

George S. Diener Co.
1126 Hume Mansu Bldg., Indianapolis 4, Ind. George S. Diener, *pres.*; Robert E. Martin, *art dir.*
Media Dept.: B. E. Costin, *dir.*

Dillon-Cousins & Associates, Inc.
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Media Dept.: Enrique Loynasz, *dir.*

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South Orange Federal Bldg., South Orange, N. J. 3-3606. Emery E. Dobbins, *pres.*; M. P. Woodward, *v.p. & art dir.*; Dorothy A. Drury, *sec. & treas.*; A. George McNally, *prod. mgr.*; Walter L. Niebling Jr., *cpy. chf.*
Media Dept.: Arthur J. Donnelly, *dir.*

Dobbs Co.
107 W. 43rd St., N. Y. 36.

Dobin Advertising, Inc.
185 Madison Ave., N. Y. 16. Lexington 2-8374. Jerome Dobin, *pres. & a.e.*; Leonard Eldridge, *v.p., gen. mgr. & a.e.*; Marvin L. Grant, *v.p. & a.e.*; Lawrence Stone, *art dir.*; Sonya Rubin, *fash. dir.*
Media Dept.: Marsha Struver, *dir.*

Doe-Anderson Advertising Agency
308 Commonwealth Bldg., Louisville 2, Ky. Wabash 3193. *A. e.'s:* Elmer H. Doe, Warwick Anderson, Kenneth W. Erdman, George W. Emerson, Larry Barker; J. B. Peterkin, *prod. mgr.*; Joseph Rigsby, *art dir.*
Media Dept.: (Miss) G. P. Wagner, *b.*

B. R. Doerfler Co.
530 W. 58th St., N. Y. 19. Columbus 5-1383. William G. Doerfler, *p. & a.e.*; F. Jerome Doerfler, *p. & a.e.*; Howard R. Markoff, *art dir. & a.e.*; M. W. Bernfeld, *prod. mgr.*; Jack Silverman, *cpy. chf. & a.e.*

Doherty, Clifford, Steers & Shenfield Inc.
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Media Dept.: Donald H. Quinn, *dir.*; Rita Venn, *sr. print b.* Jack Carver, *print b.*; Gerald Gibson, *sr. tv & rad. b.*; Robert Widholm, *tb.*

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Media Dept.: Janet Hanson, *dir.*; Ralph L. Dombrower, *space b.*; Ralph L. Dombrower Jr., *tb.*; Phyllis King, *space b.*; Michaux Moody, *tal. b.*
Branch Office:
Woodward Bldg., Washington, D. C. Re 7-1420. Philip Rosenfeld, *mgr.*

Donahue & Coe, Inc.
1270 Ave. of the Americas, N. Y. 20. Columbus 5-2772. E. J. Churchill, *pres. V.p.'s:* A. B. Churchill, Stuart D. Cowan Jr., C. F. Hanser, Bertram S. Nayfack, James Ryan; O. A. Kingsbury, *v.p. & sec.*; Jacob Rosenthal, *v.p., dir. mkt. & rsrch.*; William H. Schneider, *v.p. & creat. dir.*; Walter Weir, *v.p., pres. & chmn. bd.*; W. D. Patterson, *treas.*; Howard Smith, *ass't treas. & Compt.*; Samm S. Baker, *cpy. dir.* Evelyn Lee Jones, *bus. mgr. tv-rad. dept.*; Clark Agnew, *creat. dir. tv-rad. A.e.'s:* Donald Gaudio, Wilber Downes, Donald Greene, Stanley Kramer, John Krimsky, Latham Owens, Chester Roberts, Horace W. Dengler, Frederick Roth, Frank Ford, Robert Colwell, Eugene Trivell, Carl Rogers, Albert Metzger, Warren Rodat, Charles Rabkin, Arthur Weil.
Media Dept.: David S. Hogmer, *dir.*; Henry J. Griffin, L. de L. Oppenheimer, *print bs.*; Marie Coleman, Tom Hardy, Agnes Day, *tbs.*
Branch Office:
258 Hurt Bldg., Atlanta 3, Ga. Murray 8-5662. Harry L. Morrill Jr., *v.p. in chg.*

W. B. Doner & Co.
505 Washington Blvd. Bldg., Detroit 26, Mich. Woodward 5-7400. Wilfred B. Doner, *pres.*; Julian A. Grace, *treas.*; Benjamin Goldstein, *sec.*; Charles F. Rosen, *exec. v.p.*; Felix Hower, *v.p.*
Media Dept.: Ellen K. Dryer, *dir. Supevrs.:* Charles F. Rosen, Julian A. Grace, Felix Hower, Wilfred B. Doner. *Bs.:* Ellen K. Dryer, Charles F. Rosen, Felix Hower, Julian A. Grace, Wilfred B. Doner.
Branch Offices:
203 N. Wabash Ave., Chicago 1, Ill. Dearborn 2-4674. Marvin H. Frank, *exec. in chg. Media Dept.:* Marvin H. Frank, *pres.*

2225 N. Charles St., Baltimore, Md. Mulberry 5-1800. Herbert D. Fried, *v.p. Media Dept.:* Donald E. Leonard, *dir.*

1324 W. Wisconsin St., Milwaukee, Wis. West 3-9315. Gilbert Breimeister, *a.e. & mgr. Media Dept.:* Gilbert Breimeister, *exec. in chg.*

845 N. LaCienaga Blvd., Hollywood, Calif. Olympia 2-4429. Jack Elliott, *mgr.*

Lee Donnelley Co.
Union Commerce Bldg., Cleveland 14, Ohio. Main 1-5194; Superior 1-4189. Edna Donnelley, *pres.*; Norman Cross, *exec. v.p.*; Shirley Millward, *prod. mgr. A. e.'s:* Robert Kintner, John F. Spencer.

Doremus & Co.
120 Broadway, N. Y. 5. Worth 4-0700. William H. Long Jr., *chmn. bd.*; Louis W. Munro, *pres.*; Walter H. Burnham, *v. chmn. bd.*; Howard J. Murfin, *sr. v.p.*; George A. Erickson, *exec. v.p.*; Henry L. Brown, *v.p.*; George B. McMennamin, *v.p.*; Marvin E. Holderness Jr., *v.p.*; Robert W. Fisher, *v.p.*; Frank E. Schaffer, *v.p.*; Robert F. Carroll, *v.p.*; Dewey B. Holland, *v.p.*; Richard E. Williams, *v.p.*; William J. Kelley, *sr. v.p. & rsrch. dir.*; A. Hundley Griffith, *tv & rad. dir.*
Media Dept.: George L. Fostel, *dir. print*; A. Hundley Griffith, *tb. & flm. b.*; Margie Thomas, *tb.*
Branch Offices:
208 S. LaSalle St., Chicago 4, Ill. Central 6-9132. Charles C. Greene, *v.p. Media Dept.:* Robert C. Wirka, *exec. in chg.*

425 Bush St., San Francisco 8, Calif. Yukon 2-4080. Ronald C. Brindley, *v.p. & exec. in chg. Media Dept.:* Laurence J. Hoge, *exec. in chg.*

53 State St., Boston 9, Mass. Lafayette 3-0770. William J. Sheehan, *v.p. & exec. in chg. Media Dept.:* Ruth L. Simmonds, *exec. in chg.*

1616 Walnut St., Philadelphia 3, Pa. Kingsley 5-2590. E. Howard York III, *v.p. & exec. in chg. Media Dept.:* Benjamin F. Busch, *exec. in chg.*

Doremus-Eshleman Co.
1616 Walnut St., Philadelphia 3, Pa. Kingsley 5-2590. E. Howard York III, *v.p. & gen. mgr.*; Benjamin Eshleman, *v.p. A. e.'s:* B. Franklin Eshleman II, Leon H. Greenhouse, James J. D. Spillan, Joseph R. Rollins Jr., Philip R. Livingston; Barry E. Thompson, *art dir.*; Elizabeth E .Raftery, *prod. mgr.*; John Skelly, *publ. dir.*
Media Dept.: Benjamin F. Busch, *dir. tv & rad.*; Joseph R. Rolins Jr., *dir.*

Dorland Advertising Agency
2 S. Ohio Ave., Atlantic City, N. J. Atlantic City 4-5278. Eugene A. Tighe, *pres. & treas.*; Edward J. Wallis, *v.p., sec. & a.e.*; Harry V. Cress, *a.e.*

AGENCIES

Media Dept.: Eugene A. Tighe, *space b.*
Branch Office:
Asbury Park, N. J. Asbury Park 2-1004. Harrison C. Hurley, *mgr.*

August Dorr Associates Advertising, Inc.

126 S.E. 2nd St., Miami 32, Florida. Franklin 9-8453. David Hume, *pres.;* Wm. C. Mickelberry, *v.p. & cpy. chf.;* Bob Smith, *v.p. & art dir.;* Joseph M. Lynch, *sec. & treas.*
Media Dept.: Frank Thomas.

Dougherty Advertising Agency

18332 Woodward, Detroit 3, Mich. To 8-2715. G. I. Dougherty, *o.;* K. Douglas, *prod. mgr ;* A. J. McDonald, *a.e.*

Douglass Advertising Agency

603½ Main St., Rapid City, S. D. Fi 2-4857-8. William H. Douglas, *o., cpy. chf. & rsrch. publ. dir.;* Katherine J. Douglas, *bkpr.;* Joseph A. St. Denis, *art & creat. dir.;* Mrs. J. H. Cope, *rad. dir.;* David P. Ashby, *tv & photo consult.*
Media Dept.: William H. Douglas, *dir., space b.;* Katherine J. Douglas, *tal. b.;* Mrs. J. H. Cope, *tb.*

W. H Douglas Advertising

1400 Chestnut St., Chattanooga 2, Tenn. 6-7915. W. H. Douglass, *o.;* Florence Hull, *art dir.*

Dove Advertising Agency

541-42 Benson Bldg., Sioux City 1, Iowa. 2-0541-2. Frank Dove, *prod. mgr.;* Richard Dove, *bus. mgr.;* M. R. Rumsey, *cpy.*
Media Dept.: Richard Dove, *b.*

Dove Advertising Co.

175 Fifth Ave., N. Y. 10. Algonquin 4-2899. W. A. Schmitt, *mng. dir.;* F. C. Schmitt, *prod. mgr.*
Media Dept.: F. C. Schmitt, *space b.*

Charles F. Dowd, Inc.

413 Richardson Bldg., Toledo 4, Ohio. Cherry 1-6234. Charles F. Dowd, *pres.;* Ed J. Rutan, *v.p.*

John C. Dowd, Inc.

212 Park Square Bldg., Boston 16, Mass. Hubbard 2-8050. John C. Dowd, *pres.;* Edward D. Parent, *exec. v.p.;* George E. Murphy, *treas.;* T. Frank Duffy, *v.p. & art dir.;* Will A. Davenport, John T. Burke, Ernest W. Gross; Linus Travers, *v.p.'s;* John T. Flavin, *prod. mgr.;* William H. Monaghan, *rsrch. dir.;* Edgar R. Emery, *cpy. chf.;* Joseph Tully, *tv & rad. dir. A. e.'s:* Robert E. Bousquet, John T. Burke, Sargent F. Collier, Lawrence E. Duane, Ernest W. Gross, David R. Lutkins, Frederick F. Meyer, John F. Neary, Gerald D. Roscoe, Stuart F. Van Arsdale, Herbert F. Georges.
Media Dept.: William H. Monaghan, *dir., space b. & tb.*

Dowd, Redfield & Johnstone, Inc.

501 Madison Ave., N. Y. Murray Hill 8- 1275. John C. Dowd, *pres.;* Edmund F. Johnstone, *exec. v.p.;* Michael A. Raymond, *v.p. & gen. mgr.;* John K. Dahme, *cont.*
Media Dept.: Harry Torp, *dir.;* Mrs. Juanita Coon, *suprv. Tbs.:* Betty Nasse, Carolyn Diem, Art Topel.

Downing Industrial Advertising, Inc.

Oliver Bldg., Mellon Square, Pittsburgh 22, Pa. Grant 1-2733. Harold S. Downing, *pres., treas. & a.e.;* John F. Sweeny, *exec. v.p. & a.e.;* E. George Zilliac, *v.p. & a.e.;* Donald C. MacDonald, *v.p. & a.e.;* Harold S. Downing Jr., *sec. & a.e.;* Edward A. Mance, *prod. mgr. A. e.'s:* M. Russell Robinson, C. Lester Shea, J. Berk Walters.

Doyle Dane Bernbach, Inc.

20 W. 43rd Street, N. Y. Longacre 5-7878. William Bernbach, *pres.;* Ned Doyle, *exec. v.p.;* Maxwell Dane, *sec. & treas.;* Joseph R. Daly, *v.p.;* Robert Gage, *v.p.;* Edward T. Russell, *v.p.;* Marvin Corwin, *v.p.;* Phyllis Robinson, *v.p.;* Allan Greenberg, *rsrch. dir.*
Media Dept.: Harry Parnas, *dir. Tv & rad. bs.:* Jan Gilbert, Jeanne Simpson (Crocco), Jerry Sachs. *Space bs.:* Stan Burger, Hal Duchin, John Pansuti; Bud Hyde, *otdr. b.*
Branch Office:
606 S. Hobart Blvd., Los Angeles, Calif. Dunkirk 8-2233. Ted Factor, *exec. in chg.*
Media Dept.: Bernice Levitas, *dir.*

Jack M. Doyle Advertising

305 W. Broadway, Louisville, Ky. Juniper 3-3816. Jack M. Doyle, *o.;* S. L. Stephens, *prod. mgr.*

Doyle, Kitchen & McCormick, Inc.

380 Madison Ave., N. Y. 17. Murray Hill 7-2090. H. B. Doyle, *chmn. bd. & pres.;* Russell C. Doyle, *exec. v.p.;* D. E. Walsh, *v.p. & treas.;* M .Dorland Doyle, *sr. v.p.;* George A. Frye, *sr. v.p.;* James J. McCoy Jr., *v.p.;* Harry B. Doyle Jr., *sec.;* V. T. Simpson, *ass't treas.;* M. A. Hogan, *ass't sec.;* E. M. Harris, *art dir.;* Arthur C. Otto, *ass't art dir.;* Thomas C. McCoy, *prod. mgr.;* Joseph Chadow, *ass't prod. mgr. A. e.'s:* J. P. Scholl, Joseph A. Sonneland, Van Cunningham.
Branch Office:
330 Denver Club Bldg., Denver 2, Colo. Amherst 6-0557. Gordon W. Laird, *mgr.*

Doyne Advertising Agency, Inc.

415 Church St., Nashville 3, Tenn. Chapel 2-7372. George W. Doyne, *pres.;* J. T. Dawson, *v.p. & a.e.;* Harold West, *art dir.;* Betty McMillen, *cpy.;* Martha Groom, *cpy.;* Anne Morrison, *traff. mgr.;* H. C. Daniels, *a.e.*

Dozier-Eastman & Co.

1206 Maple Ave., Los Angeles 15, Calif. Richmond 9-7091. M. M. Dozier, *p.;* S. C. Eastman, *p.;* A. W. Moore, *a. superv.;* Edward Johnson & Thomas Monahan, *a.e.;* Hugo Hammer, *art dir.;* Sam Garcia, *prod. mgr.*
Media Dept.: Howard Sens, *dir.*

Monroe F. Dreher, Inc.

30 Rockefeller Pl., N. Y. 20. Circle 6-6675. Monroe F. Dreher, *pres. & a.e.;* Ernest A. Dreher III, *exec. v.p. & a.e.;* Jerald H. Melum, *v.p. & a.e.;* Louis F. Hanke, *v.p. & art dir.;* Leonore Buehler, *cpy. chf.;* William H. Briggs, *rsrch. dir.;* Harold Weaver Jr., *tv dir.*
Media Dept.: Rudolph Klagstad, *dir.;* Lee Petry, *tb.;* Elizabeth Ambler, *space b.*

Drennan Advertising Agency

420 Market St., San Francisco 11, Calif. Yukon 6-5716. Albert A. Drennan.

Dreyfus Co.

511 N. LaCienega Blvd., Los Angeles, Calif. Ol 5-8255. Harold Dreyfus, *pres. & a.e.;* Fran Cohen, *art dir. & prod. mgr.;* Jack Lewi, *cpy. chf.;* F. J. "Rudy" Rudolph, *publ. dir., pub. rels. dir. & a.e.*
Media Dept.: Mimi Gappell, *dir.*

Maxwell Droke, Inc.

1014 N. Penna St., Indianapolis 6, Ind. Melrose 5-3352. Maxwell Droke, *pres., cpy. chf. & a.e.;* W. K. Green, *sec. & treas., prod. mgr. & a.e.;* Miller Sherman *Jr., art dir.*

Dubin & Feldman, Inc.

Bigelow Bldg., Pittsburgh 19, Pa. At 1-7252. Julius C. Dubin, *pres.;* Joseph Feldman, *exec. v.p.;* Jacques L. Kahn, *v.p. & publ. dir.;* D. C .Weiss, *v.p. & a.e.;* D. A. Feldman, *sec.;* R. E. Dubin, *treas.;* Francis C. Green, *prod. mgr.;* Henry Jackson 2nd, *cpy. chf.;* Barry Farnol, *tv & rad. dir. A. e.'s:* Murray W. Harris, Donald R. Horowitz.
Media Dept.: Wallace Feldman, *dir.*

Dudgeon, Taylor & Bruske, Inc.

7338 Woodward Ave., Detroit 2, Mich. William C. Dudgeon, *pres., sec. & a.e.;* Paul W Bruske, *v.p., treas. & a.e. A. e.'s:* John W Taylor, Harry J. Detterich, H. Bradford.

Mort Duff Agency

P.O. Box 2151, Phoenix, Ariz. Jackson 6400. Mort Duff, *pres.;* Carl J. Christiansen, *v.p.;* Bertra Duff, *sec. & treas.;* Milo Hejkal, *art dir.;* Lois Kelley, *prod. mgr.*

Duffy & Associates, Inc.

918 N. 4th St., Milwaukee 3, Wis. Broadway 3-7851. C. J. Duffy, *pres., treas. & a.e.;* Grace Duffy, *v.p. & sec.;* P. A. Limacher, *prod.;* David Bartlett, *cpy. chf.*
Media Dept.: P. A. Limacher, *space b.*

John Duffy Co.

1836 Euclid Ave., Cleveland 15, Ohio. Cherry 1-6926. J. J. Duffy, *o.;* P. W. Buchholz, *creat. mgr.;* Thomas J. Spence, *cpy.;* Daniel Gallagher, *art dir.;* J. I. Lovko, *prod.*

Duffy & Wilson Co.

1222 Prospect Ave., Cleveland 15, Ohio. Cherry 1-7357. John J. Duffy, *pres.;* R. Thomas Willson, *v.p.;* L. Barth, *art dir.;* A. H. Pomeroy, *prod. mgr.*
Branch Office:
McClure & Wilder, 550 Park Ave., Warren, Ohio. 4-1593. Robert McClure, *exec. in chg.*
Media Dept.: Robert Kenyon, *superv. & a.e.*

DuFine & Co., Inc.

232 Madison Ave., N. Y. 16. Murray Hill 3-8717. Irving H. DuFine, *pres.;* Alex Mumford, *publ. dir.*
Media Dept.: Irving H. DuFine, *dir. & tb.*

Dugan Advertising Service

21 E. 14th St., N. Y. 1. Lackawanna 4-4451. John J. Dugan, *pres.;* Neal H. Dugan, *bus. mgr. A. e.'s:* Roland Rišo, Tony Thomas, Virginia Mammen.

L. J. DuMahaut Advertising Agency
1512 Book Tower, Detroit 26, Mich. Wo 2-8246. L. J. DuMahaut, *o.;* Edward J. Hartley, *art dir.;* Hazel R. Belman, *personnl. dir. & off. mgr.*

Dunay Co.
381 Fourth Ave., N. Y. 16. Murray Hill 3-0495. Sidney Dunay, *pres.;* Karl Sobel, *art dir.;* Morton Kern, *prod. mgr. & rsrch.;* Kathryn Allen, *cpy.;* S. Sklar, *publ. dir.;* Mitchell H. Azerier, *a.e.;* Sal Zelinka, *fash.;* Myron H. Klein, *a.e.*
Media Dept.: E. Aaronson, *dir. & b.*

Duncan-Brooks, Inc.
137 Willis Ave., Mineola, N. Y. Pioneer 2-2121-2. Donald W. Dragon, *pres. & a.e.;* Quentin C. Graddon, *sec., treas. & prod. mgr.;* Jack Kamen, *art dir.;* Arthur Sullivan, *cpy. chf.;* Thomas Sullivan, *tv & rad. dir.;* John L. Merry, *rsrch. dir.;* Mary Shea, *off. mgr. A. e.'s:* George M. Kovacs, Richard M. Anderson.
Media Dept.: Frederick Peterson, *dir.*

Dundes & Frank, Inc.
64 W. 48th St., N. Y. 36. Plaza 7-0750. Ben Frank, *pres.;* Harold Dundes, *sec. & treas.;* Warren Boege, *art dir.;* Chester Borrok, *prod. mgr.;* Sylvia M. Sackhein, *cpy. chf.*
Media Dept.: Daisy Grosswirth, *space b.*

Dunnan & Jeffrey, Inc.
715 Fifth Ave., N. Y. 22. Martin Himmel, *pres. & treas.;* Stanley J. Leifer, *exec. v.p.;* Ann B. Fitzpatrick, *ass't sec.;* Jerry Lish, *prod. mgr.;* Jack Schwartz, *tv & rad. dir.;* Irving Aranow, *personnl. dir.;* Conrad A. Roth, *a.e.*

Durand Advertising
55 W. 42nd St., N. Y. 36. Lackawanna 4-8770. Vincent Russo Jr., *p., art dir. & a.e.;* Louis C. Goldman, *p., cpy. chf. & a.e.;* Burt B. Hammer, *a.e.;* Madeline Christopher, *publ. dir. & a.e.;* Lillian Lang, *a.e.*
Media Dept.: Burt B. Hammer, *dir.*

Roy S. Durstine, Inc.
655 Madison Ave., N. Y. 21. Templeton 8-4600. Roy S. Durstine, *pres.;* John Malone Jr., *v.p.;* William E. Dempster, *v.p.;* Jack Kaduson, *v.p.;* C. W. MacKay, *v.p., chg. res. & mktg.;* T. Arnold Rau, *treas. Exec. staff:* Roy S. Durstine Jr., John H. Riordan, John A. Roth, Franklyn W. Dyson, E. M. Bresett, George Allen, Robert A. Neuser.
Media Dept.: Thomas S. Jennings, *dir.;* James F. Ackley, *exec. staff, print;* Dorothy Barnett, *tb. bdcast.*
Branch Offices:
3440 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 8-3411. William D. Sloan, *v.p., mgr. L. A. off.;* Allan C. Cavey, *exec. staff;* Lee S. Young-Gren, *exec. staff.*
Media Dept.: Virginia Curran, *tb. bdcast.*
1736 Stockton St., San Francisco 11, Calif. Exbrook 7-0456. Robert L. Whitehead, *v.p., mgr. S. F. off.;* Neil Heard, *dir., west coast mkng., v.p.;* Edith Curtiss, *west coast m. dir.;* P. B. Hillman, *exec. staff;* Winston Norman, *exec. staff.*

Hugh Dwight Advertising
115 S. W. Fourth Ave., Portland 4, Ore. Capital 3-3733.

Cabell Eanes, Inc.
509 W. Grace St., Richmond, Va. 7-4013. J. C. Eanes, *pres.;* D. J. Korman, *v.p. & treas.;* F. W. Morse, *sec.*
Media Dept.: D. J. Korman, *dir.*

Lester Earle, Inc.
154 E. Erie, Chicago 11, Ill. Delaware 7-4043. Lester E. Rosenberg, *pres.;* Homer E. Rosenberg, *v.p.;* Egon Ungar, *art dir.*

Eastburn & Siegel
623 Spring St., N. W., Atlanta 8, Ga. Trinity 2-4707. Harry Siegel, *o.;* Mrs. J. P. Jones, *sec.;* D. P. Caldwell, *prod. mgr.;* Sam Scheinman, *rsrch. dir. A. e.'s:* Lee Bryant, David Bernstein, John V. Bonta.
Media Dept.: M. L. Finkel, *tv tb.*
Branch Office:
Title Guarantee Bldg., Birmingham, Ala. T. O. White, *mgr.*

Eastern Advertising Agency
2902 W. Clay St., Richmond 21, Va. 6-5551. Raymond L. Berry, *o.;* Charles C. Martin Jr., *art dir.;* William L. Shotwell, *a.e.;* Richard Culbreth, *prod.*

Eastern States Advertising Agency
119 W. 57th St., N. Y. 19. Plaza 7-2859. Edward B. Gotthelf, *p.;* Jack Rauch, *p.*

Robert Eastman, Inc.
Box 365, Ithaca, N. Y. Ithaca 3438. Robert Eastman, *pres. & a.e.;* T. L. Eastman, *treas.;* Albert Hoefer Jr., *gen. mgr.;* Mayme Williams, *art dir.;* William J. Pyle, *dir. photography.*

Eastman, Scott & Co., Inc.
26 Third St., N.E., Atlanta, Ga. Atwood 1623. E. G. Eastman, *pres.;* Myra Scott Eastman, *v.p.*

Dan Ebberts Advertising Service
6308 Pacific Blvd., Huntington Park, Calif. Ludlow 7-9161. D. M. Ebberts, *o. & a.e.;* Eleanor G. Barnard, *mgr.;* John A. Ripley, *art dir.;* Lloyd K. Chase, *art dir.;* Robert L. Barnes, *cpy. chf.;* Stuart Freyensee, *a.e.*
Media Dept.: Eleanor G. Barnard, *space b.*

Fred H. Ebersold, Inc.
20 N. Wacker Dr., Chicago 60, Ill. Franklin 2-0107. Fred H. Ebersold, *pres. & treas.;* Bernard B. Pope, *v.p. & cpy. dir.;* Marguerite S. Ebersold, *v.p. & sec.;* Francis H. Hanson, *art dir.;* James G. Albright, *prod. mgr.*
Media Dept.: Fred H. Ebersold, *space b.*

Eby, Hyatt Advertising Agency
Maccabees Bldg., Detroit 2, Mich. Temple 1-1130. Hyatt Eby, *pres.;* V. B. Eby, *v.p.;* M. M. Sterling, *sec.;* L. H. Eby Jr., *treas.*
Media Dept.: L. H. Eby Jr., *space b.*

Ecoff & James, Inc.
121 S. Broad St., Philadelphia 7, Pa. Pennypacker 5-1459. Wesley M. Ecoff, *pres. & treas.;* Donald E. Battle, *v.p.;* L. Regina Cummings, *sec.;* Albert A. Allenback, *prod. mgr.;* Donald C. Taber, *cpy. chf.*
Media Dept.: John W. Coburn, *space b. mag.;* Helen W. Vanderberry, *space b. newspr.*

Eddy-Rucker-Nickels Co.
4 Brattle St., Cambridge 38, Mass. University 4-9300. Allen W. Rucker, *pres. & a.e.;* Fred H. Nickels, *v.p., treas. & a.e.;* Stedman Murdy Jr., *prod. mgr.;* Selden M. Loring, *art dir.;* Kenneth J. Garland, *a.e.*

Edelstein-Nelson Advertising Agency, Inc.
203 N. Wabash Ave., Chicago 1, Ill. Andover 3-3867, Dearborn 2-5976. Edward Edelstein, *pres.;* Irving Karlin, *v.p.*
Media Dept.: Laura Mantell.

Edwards Advertising Agency
145 Hackensack Ave., Hackensack, N. J. Hubbard 7-2130-1-2.

Edwards Agency, Inc.
Edwards Bldg., 915 N. La Cienega Blvd., Los Angeles 46, Calif. Oleander 5-7850. Edward L. Koblitz, *pres.*
Media Dept.: Jean Replogle, *dir.*

Eha Advertising Agency
643 Railway Exchange Bldg., Denver 2, Colo. Keystone 4-6173. Walter R. Eha, *o., mgr.*

Ehrlich, Neuwirth & Sobo, Inc.
210 Madison Ave., N. Y. 16. Murray Hill 3-6886. *Principal & a.e.'s:* Stanley Ehrlich, Frank Neuwirth, Norton H. Sobo; Leo Baron, *v.p. & a.e.;* Sidney Bruck, *v.p., tv dir. & a.e.;* David Charney, *v.p. & art dir.;* Frances Flannery, *prod. mgr.;* William Abrams, *cpy. chf. A. e.'s:* Norman Waterman, Arthur Trostler; Loy Hanna, *bus. dir.*
Media Dept.: Harriet Frankel, *dir.*

Edward Einhorn, Inc.
Ft. Salonga, Meadow Glen Rd., Kings Park, L. I. Huntington 4-7420-1. Edward Einhorn, *pres. & a.e.;* Leo Graham, *v.p. & a.e.;* Claire Miller, *sec., treas. & a.e.;* Ann Morris, *art dir.;* Harvey Gordon, *prod. mgr.;* Theresa Duignan, *cpy. chf.*
Media Dept.: Elizabeth T. Miller, *dir.*

E. M. Eisfeld, Inc.
308 Roper Bldg., Miami 32 Fla. Franklin 9-2412. E. M. Eisfeld, *pres. & treas.;* Eric A. James, *exec. v.p.;* Jack Bucholtz, *v.p. & tv dir.;* Palmer Parker, *sec.;* J. Richard Sawyer, *art dir.;* Martin Garber, *serv. dir.*
Media Dept.: Mrs. Katherine Whitehouse, *dir.*

Eldridge, Inc.
38 W. State St., Trenton 8, N. J. Export 4-5865, 4-5191. R. B. Eldridge, *pres. & a.e.;* D. R. Eldridge, *v.p. & a.e.;* D. R. Eldridge, *v.p.;* G. H. Cox, *sec. & a.e.;* M. T. Eldridge, *treas.;* William Sumfest, *art dir.;* Samson Asin, *prod. mgr.;* G. E. Lansing, *libr.*

Eldridge Sales & Advertising Counselors Co.
1017 Packard Bldg., Philadelphia 2, Pa. Locust 4-3616. John P. Eldridge, *pres.;* Edward Malante, *art dir.*

Ellington & Co., Inc.
535 Fifth Ave., N. Y. Murray Hill 7-4300. Jesse T. Ellington, *chmn;* Chauncey L. Landon, *pres.,;* William A. Bartel, *exec.*

v.p.; Theodore S. Strong, 1st *v.p.*; Joseph C. Hochreiter, *v.p. & art dir.*; Hal James, *v.p., dir. tv-rad.*; Ella Howard, *v.p. & publ. dir.*; *v.p.'s*: Charles R. Marshall, Miss Van Davis, Hugh Lewis, Howard Rigby, Geraldine Reed Hodgson; Edward A. Lloyd, *treas.*; Warren Brooks, *prod. mgr. Assoc. resrch. dir's.*: Matthew R. O'Reilly, Walter A. Moehren, *A.e.'s*: Arthur D. LaHines, Henry W. Covington, Ernest Byfield Jr., Peggy McCall.

Media Dept.: Dan Kane, *tb.*; George Wallace, Arthur Linge, *space bs.*

Elliot, Jaynes & Baruch

520 N. Michigan, Chicago 11, Ill. Superior 7-2180. Jerome H. Kalom, *p. & a.e.*; Albert J. Rosenthal, *p. & a.e.*; Howard Garnitz, *a.e.*; Ellen L. Fales, *prod. mgr.*; Alan R. Segal, *art dir.*; Carol J. Hammond, *pub. rels.*; Dorothy W. Weiss, *libr.*

Media Dept.: Howard D. Geller, *b.*

Roy Elliott Co.

25 Huntington Ave., Boston 16, Mass. Kenmore 6-7974. Roy D. Elliott, *gen. mgr. & a.e.*; Patricia A. Bickford, *sec. & libr.*; Helen Strumski, *art dir.*; Merton Young, *prod. mgr. & a.e.*; A. E. Elliott, *a.e.*

Media Dept.: Roy D. Elliott, *b.*

Ellis Advertising Co.

Hotel Statler, Buffalo, N. Y. Cleveland 6780. *P.'s*: Michael F. Ellis, Jerome R. Ellis; Wilma Buchman, *tv dir.*; Richard Joseph, *prod. mgr.*; Edward Bitskay, *art dir.*; Janet Lavenger, *rad. dir.*; Joan Ellis, *cpy. chf.*; Carol Ferris, *traff. mgr.*; Lorraine Ersing *libr.*; Sanford Satuloff, *compt.*; Dr. Stanley Seeman, *mkt. rsrch. A. e.'s*: Karl G. Manhardt, Seymour Goodman, Maxwell E. Ellis, Michael F. Ellis Jr., John Stofer.

Branch Office:
Rochester office (see Hav Nash & Associates).

A. W. Ellis Co.

24 School St., Boston 8, Mass. Capital 7-1544. Lester L. Mayo, *o.*; Madeline H. Condon, *treas.*; Robert E. Corriveau, *art dir.*; Edward S. Whitmarsh, *cpy. chf. A. e.'s*: George A. Carlson, David M. Hall.

Elwin Advertising Agency

22 W. Monroe St., Chicago 3, Ill. Financial 6-1772. Elwin Shapiro, *pres.*; Seymour Young, *art dir.*

Tally Embry Advertising Agency

150 S. E. Third Ave., Miami 32, Fla. Franklin 1-3621. T. H. Embry, *o. & a.e.*; Beatrice Clark, *sec.*; Watson Holley, *creat. art*; MacCormack McEndree, *prod. & traff. mgr.*; Gifford D. Thayer, *cpy. chf.*; George H. Smith, *a.e. & tv dir.*; E. J .Thayer, *pub. rels. dir.*

Media Dept.: T. H. Embry, *rad. & space b.*

Emerson Advertising Agency

201 Columbian Bldg., Topeka, Kan. Stan Emerson, *pres.*; Frances Gunnerson, *sec.*; Roger Franzke, *art dir.*; Keith Bossler, *a.e.*

Emery Advertising Corp.

1201 St. Paul St., Baltimore 2, Md. Plaza 2-2393. Charles E. Emery, *chmn.*; Herbert C. Schuckle, *pres. & a.e.*; Miss M. E. Busch, *v.p. V.p.'s & a.e.'s*: William A. Hatch, Burton E. Davis, Robert J. Highleyman, William B. Lebherz Jr.

Robert J. Enders, Inc.

1001 Connecticut Ave. N.W., Washington 6, D. C. Sterling 3-2222. Robert J. Enders, *pres.*; Howard A. Enders, *exec. v.p.*; Rudy Vallee, *v.p.*; Ray Hill, *v.p.*; Melvin Alan Bank, *sec. & treas.*; Robert L. Friend, *v.p. in chg. motn. pict. div.*

Media Dept.: Sylvia Edlen, *dir.*

Engel Advertising, Inc.

185 N. Wabash Ave., Chicago 1, Ill. Randolph 6-7220-1-2. Frank L. Engel, *pres. & treas.*; R. W. Engel, *sec.*; W. A. Montgomery, *art dir.*; Robert W. Engel, *off. mgr.*

Engineered Advertising

52 Chauncey St., Boston 11, Mass. Liberty 2-4770.

H. Arthur Engleman

206-A Park Drive Manor, Philadelphia 44, Pa. Vi 8-2848. H. Arthur Engleman, *o.-mgr., cpy. chf.*; Fay Sandler, *sec.*; Jane Friedman, *publ. dir.*

Media Dept.: H. Arthur Engleman, *dir.*; Fay Sandler, *space b.*

Cortez F. Enloe, Inc.

551 Fifth Ave., N. Y. 17. Murray Hill 7-0110. Dr. Cortez F. Enloe, *pres., treas. & a.e.*; John B. Johnson, *exec. v.p., creat. dir. & a.e.*; James M. Mckibbin, *v.p., gen. mgr. & a.e.*; Frances F. Barth, *v.p. & dir. clnt. rels.*; Olof Oloffson, *v.p. & scientif. dir.*; Jean Ludeman, *sec.*; E. Mark Tarplin, *cpy. dir.*; Stanley W. Berger, *compt.*; Peter Vogel, *prod. mgr.*; William Oakley, *art dir.*; Harold C. Palmer, Stanley P. Bell, *a.e.'s*; Sol Baruch, *ass't prod. mgr.*; Elsie J. Perry, *libr.*

Media Dept.: Jean Ludema, *dir.*

Ennis-Anderson Advertising Agency

218 Anglo Bank Bldg., Fresno, Calif. Ph 3-2613. E. E. Anderson, *pres. & prod. mgr.*; Frank Ennis, *v.p.*; Milton M. Young, *art dir.*; Lon McAdams, *rad. dir.*; Roy Garman, *publ. dir.*

Media Dept.: Frank Ennis, *space b.*

Alvin Epstein Advertising Agency

1737 F Street N.W., Washington, D. C. Sterling 3-8550. Alvin Epstein, *chmn. bd.*; Leon Leventhal, *pres.*; Alvin Cohen, *sr. v.p. & art dir.*; John Smith, *ass't art dir.*; Eileen Jacobson, *rsrch. dir. & cpywrtr.*; Anne Passel, *cpy. chf., rad. dir. & ass't tv dir.*; Sol Panitz, *tv dir. A. e.'s*: Ruth Graze, Stan Barclay, Jack Feiffer.

Equity Advertising Agency

220 W. 42nd St., N. Y. 36. Longacre 4-4600. David H. Boxer, *p.*; Irving Weinberg, *p.*; John Hedman, *prod. mgr.*; Evelyn Kramer, *cpy. chf.*; Stanley Boxer, *rsrch. dir.*

Media Dept.: Joseph Cirker, *space b.*; Roy Spector, *tb.*

Erber Advertising Agency

3333 Iowa Ave., St. Louis 18, Mo. Prospect 1-1111.

Erland Advertising Agency

18 E. 41st St., N. Y. 17. Murray Hill 5-4764. Louis H. Ehrlich, *p. & a.e.*; Henry B. Fleischman, *p. & a.e.*; Coni Rastanis, *sec.*; Louis H. Ehrlich, *art dir.*; H. Lewis, *cpy. chf.*

Media Dept.: Henry B. Fleischman, *space b. & tb.*

Erwin, Wasey & Co., Inc.

711 Third Ave., N. Y. 17. Oxford 7-4500. Howard D. Williams, *chmn. bd.*; David B. Williams, *pres.*; J. F. O'Connor, *treas.*; Arthur F. Willson, *v.p.*; Julian Snyder, *v.p.*; George Croll, *v.p. & hd. art dir.*; Robert M. O'Donnell, *v.p.*; Dorman Ingraham, *v.p.*; Lawrence J. Jaffee, *v.p. & rsrch. dir.*; Edward A. Rodgers, *v.p. & creat. dir.*; Whitney Hartshorne, *v.p.*; *off. mgr. & personnl. dir.*; William E. Brownell, *v.p. & cpy. writer.*

Media Dept.: William M. Hunter, *v.p. & dir.*; Keith Shaffer, *hd. tb.*, Donald C. Foote Jr., *tb.*

Branch Offices:

230 N. Michigan Ave., Chicago, Ill. Randolph 6-4952. L. R. Northrup, *exec. v.p.*; Frederick J. Wachter, *v.p. & gen. mgr.*

Media Dept.: John Gwynn, *v.p. & dir.*

5045 Wilshire Blvd., Los Angeles, Calif. Webster 1-1211. Emmett C. McGaughey, *exec. v.p. & gen. mgr.*

Media Dept.: Roger Johnson, *gen m., dir.*; Charles Helfrich, *chf. tb.*

Esmond Associates, Inc.

4 E. 43rd St., N. Y. 17. Oxford 7-5430. Lawrence Esmond, *pres. & a.e.*; Manfred Bernhard, *v.p. & creat. dir.*; Art K. Moss, *v.p. & a.e.*; Joel Abramson, *dir. clnt. serv. & a.e.*; Paul T. Sprinz.

William Esty Co., Inc.

100 E. 42nd St., N. Y. 17. Oxford 7-1600. James J. Houlahan, *pres.*; Dr. Wallace H. Wulfeck, *v.p. & ass't to pres. V. p.'s*: Adlai S. Hardin, Thomas D. Luckenbill, H. Rose Potter, Ruth O. Jordan, James F. Behan, William P. Booth, William E. John, Samuel Northcross, John Peace. William Strosahl, *v.p. & art dir.*; William L. Young, *v.p. & mdsg. mgr.*; John J. Flanagan, *v.p. & prod. mgr.*; George MacGovern, *v.p. & rsrch. dir.*; Louis Thomas, *cpy. chf.*; E. Harper Cummings, *sec. & treas.*; Martha Gaffney, *ass't treas. A. e.'s*: Donald L. Carter, James M. Stewart, Grant M. Thompson, West P. Woodbridge Jr.

Etheridge Co.

549 Ottawa, N.W., Grand Rapids 2, Mich. 9-4418. D. A. Etheridge, *pres.*; Dane Etheridge, *v.p.*; Charles Bulthuis, *art dir.*; Florence Miller, *prod. mgr. A. e.'s*: Robert S. Etheridge, Harold DuBois, Tom R. Hoover.

Ettinger Advertising Agency

419 16th St., N.E., Cedar Rapids, Iowa. 3-8193. Chester A. Ettinger, *o. & a.e.*; Ralph LaCombe Jr., *a.e.*

Ettinger Advertising Agency, Inc.

320 Fifth Ave., N. Y. Pennsylvania 6-0930. Joel H. Ettinger, *pres.*; Audrey Ettinger, *v.p.*; Morris Brodis, *art dir.*; William Stearns, *cpy. chf.*; Rhoda Levine, *prod. mgr. A. e.'s*: Seth Diamond, Joel H. Ettinger, Audrey Diamond.

Evans & Associates
Dan Waggoner Bldg., Ft. Worth 2, Tex. Edison 6-5641. Albert Evans Jr., *p. & a.e.;* Stanley Schlenther, *p. & a.e.;* John E. Carter, *art dir.;* Mrs. Adola Cooper, *prod. mgr.;* Mrs. Jo Bradshaw, *treas. A. e.'s:* Earl L. Collings, Gordon Teague, Pierce Shannon, Dan Rundell.

David W. Evans & Associates
Evans Bldg., 110 Social Hall Ave., Salt Lake City, Utah. Elgin 5-2935. David W. Evans, *pres. & gen. mgr.;* Arthur S. Anderson, *a.e. & tv-rad. dir.;* Glen P. Umberger, *compt.;* Roy MacFalrand, *prod. mgr.;* O. Leroy Sanders, *art superv.;* William Onyon, *creat. art dir. A. e.'s:* James Hodgson, G. Robert Ruff, Clay Robinson, L. Glen Snarr.
Media Dept.: Nora Eddington, *tb.*
Branch Office:
Colman Bldg., Seattle, Wash. Ronald L. Capener, *mgr.*

Evans, McClure & Associates
461 Market St., San Francisco 5, Calif. Yukon 6-0196. David W. Evans, *pres.;* Barney H. McClure, *exec. v.p. & a.e.;* Shirley Walker, *v.p., treas. & a.e.;* Joseph H. Jackson, *v.p., sec. & a.e.;* Joseph H. Jackson, *cpy. chf.;* Marie K. Scholtz, *prod. mgr.;* Bill Carpenter, *art dir.*
Media Dept.: Mrs. Billie Grove.

William A. Evans Advertising Agency
521 "B" Street, San Diego 1, Calif. Belmont 9-2216. William A. Evans, *o.;* Gloria Contreras, *art dir.;* Pat Fritzenkotter, *prod. mgr.*

Everett-Bennett Advertising
250 W. 57th St., N. Y. 19. Judson 6-5260. Everett Goldstein, *pres. & a.e.;* Robert B. Neiman, *v.p., treas. & a.e.;* Arthur A. Scher, *a.e.;* Frances Stern, *publ. dir.;* Philip Orzeck, *a.e.*
Media Dept.: Philip Orzeck, *dir.*

Fred Fadell & Associates
2412 Foshay Tower, Minneapolis 2, Minn. Federal 9-2741. Fred Fadell, *pres. & treas.;* Rolf K. Mills, *v.p. & sec.;* John P. Pikala, *v.p.;* Ray Schnelly, *art dir.*

Mike Fadell Advertising Agency
525 Northwestern Bank Bldg., Minneapolis, Minn. Federal 3-3416. Michael J. Fadell, *pres.;* James J. Polian, *v.p.;* Robert J. Rydeen, *tv dir.*
Media Dept.: Nina Kosse, *dir.*

O. K. Fagan Advertising Agency
530 W. 6th St., Los Angeles 14, Calif. Vandike 2192. O. K. Fagan, *o.;* James Cobb, *art dir.*
Media Dept.: E. Ely, *space b.*

Michael Fain Advertising
299 Madison Ave., N. Y. 17. Murray Hill 5-0770. Michael Fain, *o.;* Paul Laddin, *art dir.;* Estelle Lindover, *publ., pub. rels. dir.*
Media Dept.: Anne G. Rhodes, *dir.*

Fairall & Co., Inc.
518 Grand Ave., Des Moines 9, Iowa. 3-5255. L. R. Fairall, *pres.;* J. S. McLaren, *exec. v.p. & treas.;* Rex W. Weitzell, *v.p.;* D. W. Gregory, *sec.;* Norris Adams, *art dir.;* H. F. Sommer, *prod. mgr.;* Howard G. Hass, *publ. dir. A. e.'s:* Gene Kieffer, John McLaren Jr.

Fairbairn & Co., Inc.
10 N. Main St., West Hartford 7, Conn. Jackson 3-5219. John B. Fairbairn, *pres.;* Russell L. Jackson, *v.p. & treas.;* Ruth A. Fairbairn, *sec.;* Walter Karpie, *art dir.;* John A. North Jr., *prod. mgr.;* Marilyn Sebree, *libr.*

Fairfax, Inc.
270 Madison Ave., N. Y. 16. Murray Hill 8-9310. Nathaniel E. Ensler, *pres. & a.e.;* Stanley I. Fishel, *exec. v.p., treas. & a.e.;* James W. Fishel, *v.p., sec. & a.e.;* Milton E. Ensler, *v.p. & a.e.;* Roy Benjamin, *a.e.;* Bernard Katz, *art dir.;* Adele Kanter, *prod. mgr. A. e.'s:* Rudolph Block, Sidney Rosendorf.
Media Dept.: Janice Hamilton, *dir. & b.*

Faller Agency
4528 Monroe St., Toledo 13, Ohio. Klondike 9431. J. S. Faller, *pres.;* G. L. Gilmore, *prod. mgr.*

Farquhar & Co., Inc.
First National Bank Bldg., Utica 2, N. Y. 2-6109. John T. Farquhar, *pres., a.e., tv & rad. dir.;* Theodore R. Darvoe, *v.p. & a.e.;* Roger H. Williams, *sec.;* Jay C. Anderson, *treas., art dir. & a.e.;* Kermit V. LaFave, *prod. mgr.*
Media Dept.: Eleanor Crimmins, *dir.*

Rex Farrall, Inc.
2817 Third N.W., Canton 8, Ohio. Glendale 6-5603. Rex Farrall, *pres. & treas.*

Farson, Huff & Northlich
Republic Bldg., Louisville 2, Ky. Wabash 3227. J. Seaton Huff, *p. & a.e.;* D. K. Smith, *p.;* J. R. Will, *tv & rad. dir. & a.e.;* H. E. Logsdon, *publ. dir.;* N. D. Howard, *prod. mgr.;* Robin Grove, *art dir. A. e.'s:* G. Wallace Embry, S. F. J. Trabue, Emil Stein, J. J. Jasper.
Media Dept.: D. K. Smith, *dir.*
Branch Offices:
Farson, Huff & Northlich, Inc., Terrace-Hilton Bldg., Cincinnati 2, Ohio. Garfield 1-8840. W. R. Northlich, *pres.;* J. Seaton Huff Sr., *v.p.;* Alex Stalley, *v.p. chg. of contact;* Nelson R. Trowbridge, *v.p. chg. clnt. serv. A. e.'s:* Philip Goyert, W. J. McLaughlin, Stewart S. Maxwell, J. Richard Schmit, Lewis W. Selmeier, John C. Thomas, Norman R. Thomas, John E. Wagner.
6307 Riggs Pl., Los Angeles 45, Calif. Oregon 8-2052. Pauline Graves, *a.e.*

Fay Advertising Agency
Delaware & Hudson Bldg., 19-20 Plaza, Albany 7, N. Y. 4-1159, 8-2018. Bertrand T. Fay, *pres. & treas.;* C. N. Fay, *v.p.;* Bernice Lawson, *sec.;* Herbert Writer, *art dir.*

W. E. Featherstone Advertising Agency
Zion's Saving Bank Bldg., Salt Lake City 1, Utah. Empire 3-2655-6. W. E. Featherstone, *o. & mgr.;* Diane M. Sperry, *sec.;* G. W. Featherstone, *treas.*

Feigenbaum & Wermen Advertising Agency
1922 Spruce St., Philadelphia 3, Pa. Locust 7-1466. Harry Feigenbaum, *p. & a.e.;* David Wermen, *p. & a.e.;* Raymond G. Dubin, *cpy. chf.;* A. Allan Greenfield, *art dir.;* Morton Yarnow, *tv & rad. dir.;* Marvin Wermen, *prod. mgr.;* Mrs. Pauline Goodman, *compt. A. e.'s:* J. Leonard Schorr, Jay Beneman.
Media Dept.: Doris White, *dir.*

Fein & Kaplan, Inc.
125 W. 41st St., N. Y. 36. Wisconsin 7-0970. Nathan Fein, *pres. & a.e.;* Jay Kaplan, *v.p. & a.e.;* Joseph DeGaetano, *art dir.;* Robert O'Rourke, *prod. mgr. A. e.'s:* Rael Klepper, Seymour Ullman.
Media Dept.: Bea Friedman, *dir.*

George Feldman, Inc.
1186 Broadway, New York 1, N. Y. Murray Hill 3-4191. George Feldman, *pres.;* Delores Pitt Feldman, *sec.;* William Arnold, *art dir.*

Feldman, Lefler, Inc.
Main St., East at Cortland, Rochester, N. Y. Hamilton 8500. Samuel H. Feldman, *pres.;* Katherine Feldman, *v.p.;* John W. Branch, *sec.;* Marjorie A. Martin, *treas.;* Joseph R. Marvin, *art dir.*
Media Dept.: Samuel H. Feldman, *space b. & tb.*

Fellows Advertising Agency
511 E. Fayette, Syracuse 2, N. Y. 2-4175-6. Byron F. Fellows Jr., *pres.;* Alex Benthin, *art dir.;* Calhoun Sterling, *prod. mgr.;* Jeff Foley, *cpy. chf.;* Robert K. Bingham, *a.e.*
Media Dept.: Byron F. Fellows Jr., *space b. & tb.*

John C. Fellows Co.
303 S. New Hampshire, Los Angeles 5, Calif. Dunkirk 4-3187. John C. Fellows, *pres.;* Miriam Boucher, *sec. & treas.;* George W. Fowler, *art dir.*

Felt Advertising, Inc.
519 Main St., East Orange, N. J. Orange 5-6200. George G. Felt, *pres. A. e.'s:* Donald Burns, Paul Wiggin.

Jack P. Felton Advertising Agency
55 W. 42nd St., N. Y. 36. Wisconsin 7-1978-9. Jack P. Felton, *a.e.;* Charles Rissanen, *prod. mgr.*

Fensholt Advertising Agency
360 N. Michigan Ave., Chicago 1, Ill. Randolph 6-1670. Frank D. Ewing, *chmn.;* Norman D. Buehling, *pres.;* Edna M. Johnson, *v.p. & sec.;* Robert S. Aitchison, *v.p.;* A. H. Fensholt, *treas.*

John Harder Fenstermacher
Widmann Bldg., Corry, Penn. 2-8215. John Harder Fenstermacher, *o., cpy. chf. & pub. rels.;* Mary Louise Rasey, *sec.;* Michael Dusicsko, *art dir.;* Martha J. Scholton, *prod. mgr.;* Mary Alice Eder, *bkpr.*
Media Dept.: John Harder Fenstermacher, *dir. & space b.*

Courtland D. Ferguson, Inc.
315 National Press Bldg., Washington 4, D. C. National 8-7713. Courtland D. Fergu-

son, *pres.;* Lucille Pierce Ferguson, *sec.-treas.;* Gilbert Meekins, *art dir.*

Media Dept.: Mrs. Nan Hannum, *tb.;* Bertram Cleaves, *space b.*

J. Neal Ferguson & Associates

National City Bldg., Dallas 1, Tex. J. Neal Ferguson, *o.;* Parker Harris, *prod. mgr.*

Fern & Associates Advertising

86 Weybosset St., Providence, R. I. Sanford M. Fern, *pres. & treas.;* Leda Ann Fern, *v.p.;* Mae Fern, *sec.;* Philip Trenn, *art dir.*

S. M. Ferrer Advertising

744 Broad St., Newark 2, N. J. Market 4-4433. S. M. Ferrer, *o. A. e.'s:* Carl Perion, S. M. Ferrer.

M. W. Fershing, Inc.

350 Fifth Ave., N. Y. 1. Chickering 4-0726. Maurice W. Fershing, *sr. mgr.*

Lawrence Fertig & Co.

149 Madison Ave., N. Y. 16. Murray Hill 9-7100. Lawrence Fertig, *pres. & treas.;* Philip Lukin, *v.p. & sec.;* Richard P. Kerr, *cpy. chf.;* Leo Begleiter, *serv. mgr.;* Tony Palazzo, *art dir.;* Stanley Dusek, *art dir.;* Joseph Cesare, *prod. mgr. A. e.'s:* Henry Bretzfield, James Nolan, Jonah B. Morse, Robert E. Wolfe.

Media Dept.: Selma Grosswirth, *dir.;* Miriam London, Elsie Rossi, *space bs.;* Joseph Scherzer, *otdr. & transp.*

Fessel & Plouff, Inc.

Commerce Bldg., Louisville, Ky. Juniper 3-7768. Donald S. Plouff, *pres.;* C. E. Fessel, *exec. v.p.;* E. F. Siegfriedt, *v.p.;* C. Kermit Downs, *sec. & treas.;* Marcia Colby, *cpy. chf.;* Dan Burch, *artist.*

Media Dept.: Dick Young, *dir.*

William Hill Field Advertising

Post Rd., Green's Farms, Conn. Clearwater 9-3377. William Hill Field, *o. & a.e. A. e.'s:* Robert Helmling, Alice H. Lee, Arthur B. Toft.

Robert G. Fields & Company

1100 Sudekum Bldg., Nashville 3, Tenn. Alpine 6-1977. Robert G. Fields, *pres. & treas.;* A. Harrell, *sec.;* Robert L. Fields, *a.e.*

Fien & Schwerin

Packard Bldg., 15th & Chestnut Sts., Philadelphia, Pa. Rittenhouse 6-0498. I. L. Fien, *p. & a.e.;* Louis Schwerin, *p. & a.e.;* Leon Cohen, *art dir.;* Alan Shapiro, *cpy. chf.;* Marilyn Bradford, *traff.;* Rita Carroll, *off. mgr.*

Media Dept.: Stephen Hirschman.

Filmore Co., Inc.

430 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-3540. Filmore E. Mandel, *pres., treas., cpy. chf., rsrch. & a.e.;* Normandie Hall Reid, *libr.;* D. A. Stewart, *art dir. & prod. mgr.;* Steve Schiecel, *publ. dir. & pub. rels. dir.*

Media Dept.: Normandie Hall Reid, *dir., space b. & tb.*

Finley, Warren & Clay, Inc.

303 Fifth Ave., N. Y. 16. Murray Hill 4-3922-3. Allan B. Goldenthal, *pres. & cpy. chf.;* Hylan Abrams, *v.p.;* Harry Abrams, *art dir.;* Anthony Cannarella, *art dir.;* Paul Kallan, *prod. mgr.;* Gerald Freedman, *publ. dir.;* Stanley L. Weber, *pub. rels. dir. A. e.'s:* Paul Kallan, Stanley Casson, James P. McDonald, Stanley Davis.

William F. Finn & Associates

423 S. Broadway, Tyler, Tex. 2-0876. William F. Finn, *o.;* Jean C. Boucher, *treas. & prod. mgr.;* James L. Wilkins, *art dir.*

Fiore & Fiore Advertising

128 Mallory Ave., Jersey City 4, N. J. Henderson 2-8200. Michael A. Fiore, *pres.;* Albert A. Fiore, *sr. v.p.;* Bessie V. Fiore, *sec.-treas.;* Roger J. Burke, *rsrch. dir.;* D. John Critelli, *flm. b.*

Media Dept.: Ursula C. Pisto, *dir.*

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Media Dept.: T. Babor, *dir.*

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Media Dept.: L. Koehller, *space b.*

First United Broadcasters

201 N. Wells St., Chicago 6, Ill. Randolph 6-7800. Hugh Rager, *mng. dir.*

Media Dept.: Maryellen Convery, *tb.;* Esther Butzow, *space b.*

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Media Dept.: Edgar Walter Fischer, *dir. & space b.*

Fisher Advertising Service

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Media Dept.: Lee Schwartzman, *dir.*

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Media Dept.: Col. David E. Fisher, *b.*

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161 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 6-6222.

M. M. Fisher Associates

79 W. Monroe St., Chicago 3, Ill. Central 6-6226. Jack L. Fisher Sr., *o. & a.e.;* Jack L. (Bud) Fisher Jr., *co-o. & a.e.;* Alan Fishburn, *cpy. chf.;* Harry Miller, *art dir.;* Herb Carlin, *publ. dir.*

Media Dept.: Helene Heinz, *tv tb.;* Phyllis Cummings, *rad. tb.;* Barbara Bentley, *space b.*

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Media Dept.: Katherine J. Troccko, *space b. & tb.*

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Media Dept.: A. Wagner, *space b.*

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Media Dept.: Harold E. Flint, *dir.*; Richard C. Rosenthal, *b.*

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Foley Advertising Agency

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Media Dept.: Wesley Winning, *dir.*

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Media Dept.: Frances Folkart, *space b.*

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Media Dept.: Robert Hussey, *dir.*; Harry F. Dieter, *tv-rad. bus. mgr.*; Genevieve Lemper, *tb.*

Statler Center, 800 Wilshire Blvd., Los Angeles, Calif. Madison 9-3611. Roy Campbell, *exec. v.p.*; Gene Duckwall, Gene Fox, *v.p.'s.*

Media Dept.: Gene Duckwall, *dir.*; Gene Fox, *dir. bdcst. rsrch.*; Lydia Hatton, *chf. tb.*

235 Montgomery St., San Francisco, Calif. Sutter 1-2355. John R. Little, *v.p. & mgr.*

Media Dept.: Robert Leefeldt, *ass't dir.*; Helen Stenson, *tb.*

510 Taft at Buffalo Drive, Houston, Tex. Jackson 8-5461. Stephen R. Wilhelm, *v.p. & gen. mgr.*

Media Dept.: Grace M. Spanihel, *tb.*

1060 National Bank Bldg., Detroit, Mich. Woodward 3-9770. Charles Winston, *v.p.*

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Media Dept.: Ruth King, *dir.*

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Harvey A. Ford Co., Inc.

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Marshall Ford Advertising Agency

918 11th St., Sacramento 14, Calif. Gilbert 2-3645. M. J. Ford, *pres.*; Harry Coats, *sec. & treas.*; Paul Millar, *art dir.*; Harold Kranig, *prod. mgr.*; Bob Rodseth, *cpy. chf.*; William Queale, *publ. dir. & a.e. A. e.'s:* Bob Rodseth, Marshall Ford.

Media Dept.: Bob Rodseth, *dir.*

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Media Dept.: Karin Hiort, *space b.*

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Media Dept.: John Jackson, *tb.*

Fort & Co.

416 Providence Rd., Charlotte, N. C. Edison 4-7122. John L. Fort, *o.*

Foster & Davies, Inc.

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Media Dept.: M. C. McKearney, *b.*

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Fox Advertising Co.

Park Plaza Hotel, Charles & Madison Sts., Baltimore 1, Md.

Fox & Mackenzie

1214 Locust St., Philadelphia 7, Pa. Pennypacker 5-9600. W. A. Fox, *pres.*

Media Dept.: J. W. Schoeninger, E. M. Reynolds.

Fradkin Advertising, Inc.

114 E. 40th St., N. Y. 16. Oxford 7-5650. Russell L. Fradkin, *pres.*

Francom Advertising Agency

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Media Dept.: Robert M. Jenove, *dir. & space b.*; William S. Kelly Jr., *space b.*; Lawrence Butner, *tb.*

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1 North LaSalle St., Chicago 2, Ill. Dearborn 2-6424. R. W. Dawson, *v.p. & exec. in chg.*

1308 Wilshire Blvd., Los Angeles 17, Calif. Dunkirk 5-4457. Russell H. Clevenger, *exec. in chg.*

Packard Bldg., Philadelphia, Pa. Rittenhouse 6-3915. Milton T. Kyle, *v.p. & exec. in chg.*

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Herbert W. Frank Advertising Agency
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Media Dept.: Julian Frank, *space b.*

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Media Dept.: Dorothy Cain, *space b.*

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Freiwald & Coleman
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Media Dept.: Belmont Freiwald, *space b.*

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Media Dept.: Mildred Gannon, *dir. & space b.*
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Media Dept.: Dorothy Colon, *space b.*

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Media Dept.: R. David Fris, *dir.*

B. W. Frisch & Co.
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Media Dept.: K. J. Hogan, *dir.*

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Media Dept.: Barbara Lee.

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Media Dept.: J. M. Wright, *b.*

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Media Dept.: Nancy George, *dir.*

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Media Dept.: Ruth E. Friedman, *dir. & b.;* Trudi Schluembach, *tb.*

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Media Dept.: Elizabeth B. Powell, *tb.;* Lewis H. Happy Sr., *space b.;* Edward S. Richardson, *tb. & space b.*

Branch Offices:

14250 Plymouth Road, Detroit 32, Mich. Webster 3-5520. Ralph Wolfe, *v.p. & mgr.;* Edward J. Corbett Jr., *v.p. & cpy. dir. A. e.'s:* John Henry, William D. Lewis.

Media Dept.: Robert M. Clark, *dir.*

Third National Bldg., Dayton 2, Ohio. Fulton 4145. E. G. Frost, *v.p. & mgr. A. e.'s:* Vincent Koepnick, Norman Schaefer.

Gibbons Advertising Agency, Inc.

802 Daniel Bldg., Tulsa, Okla. Luther 7-2444. J. Burr Gibbons, *pres. & a.e.;* John B. Gibbons, *v.p. & a.e.;* Dee Freiday, *tv-rad. dir. & a.e.;* M. Flanagan, *prod. dir.;* Viola Neese, *sec.*

Gibbons-O'Neill, Inc.

215 E. 49th St., N. Y. 17. Eldorado 5-7733. Charles F. Kling, *chmn bd.;* John A. O'Neill, *pres.;* Mary L. O'Neill, *sr. v.p.;* John A. O'Neill, *res. dir.*

Media Dept.: John A. O'Neill.

Gibney & Barreca

100 Chestnut St., Springfield 3, Mass. Springfield 9-7334. Albert L. Gibney, *p. & a.e.;* Peter J. Barreca, *p. & a.e.;* Charles F. DeBarger, *prod. mgr.;* Howard E. Paine, *a.e.;* Marie Strawlovitz, *libr.*

Gibraltar Advertising Agency, Inc.

17 E. 45th St., N. Y. 17. Murray Hill 7-7896. Charles J. Basch III, *pres.;* Frances Scott, *sr. v.p. V.p.'s:* Leo Berman, Caryl Meyers; Clarence Schmidt, *treas.;* Ronald Dawson, *tv & rad. prod.*

Media Dept.: Frances Scott, *dir.*

H. L. Gibson Associates

292 Worthington St., Springfield 3, Mass. Republic 9-5689. H. L. Gibson, *o., treas. & a.e.;* J. W. Gillingham, *v.p. & a.e.*

H. Serrill Gibson Advertising

704 S. Washington Square, Philadelphia 6, Pa. Ma 7-1307. H. Serrill Gibson, *o.;* Helen E. Ryland, *treas.;* David Trostel, *a.e.*

Media Dept.: H. Serrill Gibson, *dir.*

Gilbert Advertising Agency, Inc.

10 W. 55th St., N. Y. 19. Plaza 7-6670. Richard L. Gilbert, *pres. & a.e.;* Marjorie Gilbert, *treas.;* Gene Garlanda, *art dir.;* Ruth Bromberg, *cpy. chf.;* Ronald Pine, *prod. mgr. & a.e.;* Richard Janover, *compt.;* Charles Kraver, *a.e.*

Gilbert & Associates Advertising

317½ W. Gold St., Albuquerque, N. M. 2-8972. S. S. Gilbert, *pres., cpy. chf. & a.e.;* Melvin Drake, *tv-rad. dir. & a.e.;* Emily Romano, *art dir.;* Margaret Faris, *prod. mgr.;* Dale Douglas, *a.e.*

Gille-Beltaire, Inc.

1104 Maccabees Bldg., Detroit 2, Mich. Temple 2-7150. Frank H. Gille, *pres.;* Beverly Beltaire, *sec.-treas.;* J. Rudolph Oliver, *rsrch. dir.*

Media Dept.: Dolores Derylo, *dir.*

Gillespie Co.

3327 David Stott Bldg., Detroit 26, Mich. Woodward 2-1432-3. Walter E. Gillespie, *sec., treas. & a.e.;* George A. Gillespie, *a.e.*

Media Dept.: George A. Gillespie, Walter E. Gillespie, *bs.*

Gillham Advertising Agency, Inc.

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Media Dept.: Esther Cook, *space b.*

Bert S. Gittins Advertising, Inc.

739 N. Broadway, Milwaukee 2, Wis. Br

6-5934. Bert S. Gittins, *pres.;* Stewart Carlson, *prod. dir.;* John Seidl, *mech. prod. mgr.;* James M. Costello, *dir. industr. mkts.;* E. R. Holtz, *off. mgr.;* Harold E. Nelson, *cpy. dir.;* Gerald L. Seaman, *tv-rad. dir.;* Franklin G. Beezley, *industr. cpy. dir.;* G. D. McConnell, *dir. agricult. rsrch. A. e.'s:* Nancy Kelsey, Edward E. Reinke, Carlton D. Stoddard, Oscar C. Dahlman, Robert J. Rice, Warren W. Hutton, Vern Laustsen, George F. Reichert, Gene Lawler, Joseph P. Kenny, James O. Boan, Paul D. Seabrook, Richard C. Bate.

Givaudan Advertising, Inc.
34 E. 39th St., N. Y. 16. Ben T. Givaudan Jr., *pres., treas. & a.e.;* B. T. Givaudan Sr., *v.p.;* Patricia G. Givaudan, *sec.;* Lester Emmerich, *art dir.;* Louis Scardino, *ass't art dir.;* Marion Koppell, *cpy. chf.;* Elliott M. Ogden Jr., *a.e.*

Givens-Davies Advertising Agency, Inc.
352 Sonna Bldg., Boise, Idaho. 2-5549. John W. Givens, *pres.;* Kenneth R. Davies, *v.p.;* Morris S. Perry, *sec.-treas. & art dir.;* Ward C. Williamson, *prod. mgr. A. e.'s:* Vernon L. Cary, John W. Givens, Kenneth R. Davies.

Glass & Associates
808 Barrow Court, Columbia, Tenn. Evergreen 8-5320. Leon P. Glass, *pres., prod. mgr., cpy. chf. & a.e.;* Marie Fitzhugh Glass, *v.p. & a.e.*
Media Dept.: Leon P. Glass, *dir. & space b.*

Glasser-Gailey, Inc.
3670 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 4-2141. G. F. Glasser, *pres. & a.e.;* Jane Holmes, *v.p.;* Patricia Awad, *sec.-treas.;* Gary Whitlock, *ass't to pres. & a.e.;* Hilmar Hansen, *art dir. & prod. mgr.;* Martha Williamson, *cpy. chf.;* Arthur K. Andersen, *a.e.*
Media Dept.: Arthur K. Andersen, *tb.*

Gleason Advertising Agency
Fisher Bldg., Detroit 2, Mich. Trinity 3-8181. Ann I. Gleason, *p. & mgr.;* Margaret R. Gleason Talbot, *p.;* Melanie Merckenich, *art dir.;* Vera Nedved, *prod. mgr. & a.e.;* Marjorie Sawyer, *a.e.*
Media Dept.: Marjorie Sawyer, *dir.;* Peggy Van Camp, *tb.*

Glenn Advertising, Inc.
304 First Life Bldg., 301 E. 50th St., Ft. Worth, Tex. Edison 2-4476, Ray K. Glenn, *pres.;* John H. Stewart, *exec. v.p.;* Ward M. Wilcox, *v.p. & Dallas off. mgr.;* Merle W. Bell, *v.p. & Ft. Worth off. mgr.;* Robert O. Holleron, *v.p. & San Antonio off. mgr.;* Rex Potter, *Houston off. mgr.;* Raymond E. Prochnow, *Los Angeles off. mgr.;* A. G. McDaniel, *a.e.*
Media Dept.: Merle W. Bell, *exec. in chg.*
Branch Offices:
620 Republic Natl. Bank Bldg., Dallas, Tex. Riverside 6686. Ward M. Wilcox, *v.p.;* John H. Stewart, *exec. v.p.;* Duke Burgess, *v.p. & prod. mgr.*
Media Dept.: Ward W. Wilcox, *exec. in chg.*

Transit Tower, San Antonio, Tex. Ca 7-2369. Robert O. Holleron, *v.p.;* Jack Schlichenmaier, *a.e.*
Media Dept.: Robert O. Holleron, *exec. in chg.*

802 Lovett St., Houston, Tex. Ja 3-4714. Rex Potter, *a.e. & exec. in chg.*
6399 Wilshire Blvd., Los Angeles, Calif. Webster 3-0369. Raymond E. Prochnow, *a.e. & exec. in chg.*

Globe Advertising Agency, Inc.
Railroad & Monroe Sts. South Norwalk, Conn. 62143. Sherwood J. Smith, *pres.;* T. H. Canty Jr., *v.p.;* Hayward H. Smith, *sec.-treas.*

Globe Advertising Service
400 Bellevue Ave., Detroit 7, Mich. A. J. Smith, *pres.;* Bert Westenberg, *treas.;* Elmer Putts, *prod. mgr.;* Sam Picks, *a.e.*
Media Dept.: Paul X. Smith, *b.*

Godfrey Advertising
11330 Magnolia St., North Hollywood, Calif. Poplar 3-1431. Virginia Glenn Godfrey, *art dir.;* Sam Godfrey, *cpy. contact.*

Godfrey Agency
437 W. Orange St., Lancaster, Pa. 3-3863-4. Thomas F. Godfrey, *o., cpy. chf. & a.e.;* Mary Lou Matroni, *treas.;* Robert A. Swain, *art dir.;* Frank F. Walter Jr., *prod. mgr. A. e.'s:* Walter H. Geisler, John H. Hess.

Godwin Advertising Agency
Electric Bldg., Jackson, Miss. 2-5576. George W. Godwin, *p.;* Eugenia B. Godwin, *p.;* George W. Godwin Jr., *p.;* Thomas L. Spengler, *mgr. tv & rad. dept.*
Branch Offices:
95 Liberty Street, N. Y. Worth 4-2762. Albert P. Hand, *mgr.*
218 Richards Bldg., New Orleans, La. Canal 4371. David M. Kleck, *mgr.*

Jack Goehring Company, Inc.
23 E. 39th St., N. Y. 16. Murray Hill 5-4834. Jack Goehring, *pres. & a.e.;* Andre Ecuyer, *art dir.;* Phil Berry, *prod. mgr.;* Judy Schwartz, *cpy. chf. & publ. dir.;* Nona James, *publ. dir. & a.e.;* Sandy Goldman, *personnl. dir.;* Jerry Magit, *a.e.*

Stephen Goerl Associates, Inc.
48 E. 43rd St., N. Y. 17. Murray Hill 2-2627. Stephen Goerl, *pres.;* S. Moore, *v.p.;* Geo. Ghika, *v.p.;* Edward Ryan, *cpy. chf.;* G. Takaro, *art dir.;* S. Holbrook, *dir. pub. rels.;* Dee Day, *publ. dir.*
Media Dept.: E. Henley, *space b. & tb.*

Gold Agency
5579 Pershing Ave., St. Louis 12, Mo. Parkview 5-9927. Sam Goldenberg, *pres. & a.e.;* Charles V. Wells, *v.p. & a.e.;* Bob Edwards, *a.e.*
Media Dept.: Sally Ben Lofquist, *dir.*

H. J. Gold Co.
123 E. 18th St., N. Y. 3. Gramercy 5-1354. Charles Gold, *treas. & a.e.;* H. J. Gold, *cpy. chf. & a.e.*

Max Goldberg Advertising Agency
611 E & C. Bldg., Denver 2, Colo. Cherry 4-5533. Max Goldberg, *o. & dir.;* Leonore Werth, *sec.;* Joe Manzanares, *art dir. A. e.'s:* John L. New, Constance E. Gordon, Guy Calleo.

Nate Goldberg Advertising Agency
200 E. Second St., Flint 3, Mich. Ce 4-9843. Nate Goldberg, *pres. & cpy. chf.;* John MacDermott, *art dir. & prod. mgr.*

D. L. Goldberry & Co.
121 W. 63rd St., Kansas City 13, Mo. Delmar 3-0668. David L. Goldberry, *o.;* Diane Pickering, *cpy. chf.*

Alfred L. Goldblatt Advertising
604 University, #115, Seattle 1, Wash. Seneca 7737.

Golde Advertising Company
130 E. 40 St., N. Y. 16. Murray Hill 5-0675. Henry Golde, *o., a.e.;* Gaspar Vaccarro, *art dir.;* Ray Shab, *prod. mgr., tv-rad. dir. & a.e.;* Norma Plaxen, *cpy. chf. & publ. dir.*
Media Dept.: Ray Shab, *dir.;* Henry Golde, *tb., space b. & tal. b.*

Golden Advertising Agency
50 Flatbush Ave., Brooklyn 17, N. Y. Main 4-1375. Ben Golden, *pres., treas. & a.e.;* L. Pross, *sec.;* M. Polan, *art dir.;* Ben Horowitz, *prod. mgr.;* Danny Halpern, *cpy. chf.* D. Thorn, *tv dir.;* Hal Golden, *publ. dir. A. e.'s:* Wm. Goldstein, Al Vanacaro, S. Zimmerman, Ben Golden, Bernie Simon, Herbert Berman.
Media Dept.: Al Vanacaro, *dir. & space b.*

John W. Golden Advertising
R. D. 1, Box 335, Utica, N. Y. 4-2484. John W. Golden, *o.*

I. A. Goldman & Co.
102 E. Pleasant St., Baltimore 2, Md. Lexington 9-7670. I. A. Goldman, *pres.;* Lee Blom, *a.e.;* Jack Thompson, *art dir.;* Jordan Chadrow, *ass't art dir.;* Elaine Yospy, *rsrch.;* Selda L. Goldman, *cpy. chf.*

Goldman & Shoop, Inc.
William Penn Hotel, Pittsburgh 30, Pa. Atlantic 1-4320. H. Norman Shoop, *pres.;* Albert D. Goldman, *v.p.*

Goldman & Walter Advertising Agency, Inc.
17 Elk St., Albany, N. Y. 5-8864-5. Jack Goldman, *pres. & treas.;* Harry L. Goldman, *sec.;* Norman Tillman, *rsrch. dir.;* Eileen Andrews, *tv & rad. dir.;* Florence Lennon, *publ. dir.;* Edward J. Ryan, *creat. dir.*
Media Dept.: Jack Goldman, *dir. & b.;* Eileen Andrews, Norman Tillman, *tbs.;* Edward J. Ryan, *print b.*

D. L. Goldsberry & Co.
121 W. 63rd St., Kansas City 13, Kan. Victor 1431. David L. Goldsberry, *o. & a.e.;* James E. Scheiner, *prod. mgr.;* Diane Pickering, *cpy. chf. & a.e.*

Leonard M. Goldsmith Advertising
10 S. 18th St., Philadelphia 3, Pa. Locust 8-2281.

Goldsmith-Tregar Co.
145 Wayland Ave., Providence 6, R. I. Jackson 1-6970. George M. Goldsmith, *pres. & a.e.;* Harold I. Tregar, *v.p. & art dir.;* Frederick B. Percy, *prod. mgr.*

Melvin Gollub
1866 Watson Rd., Abington, Pa. Tu 4-8209.

Francis D. Gonda Co.
6912 Hollywood Blvd., Los Angeles 28, Calif. Hollywood 2-6017. Francis D. Gonda, *p. & a.e.;* Frances L. Lee, *p.;* James F. Coyle, *art dir.;* Florence L. Dyen, *prod. & traff.;* Alex M. Victor, *tv & rad. dir. A. e.'s:* Allan Delman, Alex M. Victor.
Media Dept.: Frances L. Lee, *space b.*

Goodkind, Joice & Morgan, Inc.
919 N. Michigan Ave., Chicago 11, Ill. Superior 7-6747. Don H. Kemper, *pres.;* Clyde M. Joice, *chmn bd.*
Media Dept.: Florence A. Neighbors, *dir.*

Goodman-Anderson Advertising
614 San Vicente Blvd., Los Angeles 48, Calif. Webster 8-3993. Mort Goodman, *o.;* Bob Anderson, *p.*
Media Dept.: Claire Koren, *dir., b.*

Goodwin-Dannenbaum Advertising
4814 LaBranch, Houston 4, Tex. Jackson 8-0546. John Paul Goodwin, *p., tv & rad.;* Henry J. Dannenbaum, *p., publica.;* Anna Jane Armsby, *creat. dir.;* Jean Dittlinger, *sec.;* Ann Hutcheson, *treas.;* Walter Lodge, *art dir.;* Jo Ann Kopecky, *prod. mgr. A. e.'s:* Larry Kelly, Howard Cannon.

Goold & Tierney, Inc.
103 Park Ave., N. Y. 17. Murray Hill 6-0509. Gilbert Goold, *pres., treas. & a.e.;* Conrad W. Ulmer, *ass't to pres.;* Louisa Vass, *tv & rad. dir.;* Thomas Keil, *art dir.;* D. G. Connors, *prod. mgr.; A. e.'s:* Harry Brover, Helen Bryant, Kenneth Westervelt, William Taylor, William Hines.
Media Dept.: Louise Vogel, *b.*

Rune Goranson Co.
300 Third Ave. W., Seattle 99, Wash. Alder 6688. Rune Goranson, *o.;* Virginia F. Hays, *cpy. chf.;* Bob McCurdy, *prod. mgr. & art dir.*
Media Dept.: Virginia F. Hays, *dir. & tb.;* Bob McCurdy, *space b.*

Gorchov Advertising, Inc.
350 Lincoln Rd., Miami Beach 39, Fla. Je 8-5522. Sidney B. Gorchov, *pres.;* A. R. Pimental, *sec.;* Seymour Gerber, *art dir. & prod. mgr.*
Media Dept.: Robert Schwartz, *dir. & space b.*

Glenn Gordon Advertising
P. O. Box 11307, Los Angeles 48, Calif. Richmond 6333. Glenn Gordon, *o.;* Joie Binford, *art dir.;* Joe Hyde, *prod. mgr.;* Anne Flynn, *a.e.*
Media Dept.: Blanche Ullman, *space b.*

Helen Gordon Advertising
704, The Arcade, Cleveland 14, Ohio. Tower 1-0535. Helen Gordon, *o.*

Marvin Gordon & Associates, Inc.
920 N. Michigan Ave., Chicago, Ill. Delaware 7-0920. Marvin Gordon, *pres.;* Chet Mills, *exec. v.p. & prod. mgr.;* John Dobry, *sec.;* Nat Richards, *treas.;* Eileen Garfield, *compt.;* Russell Finch, *a.e.;* Jim Evrds, *cpy. chf.;* Bob Miles, *art dir.;* Neal Waldman, *publ. dir.;* Penny Harris, *libr.*
Media Dept.: Marvin Gordon, *dir.*

Phil Gordon Agency, Inc.
23 E. Jackson Blvd., Chicago 4, Ill. Harrison 7-2103. V. Daniel Smith, *pres.;* Philip W. Abrams, *exec. v.p.;* Ruth Sacks Pollack, *sec.;* Margot Torgerson, *treas.;* Paul Mathison, *art dir.;* Carl Solomon, *prod. mgr.;* Monroe Glazer, *cpy. chf.;* Roy Rutkoff, *serv. dir.*
Media Dept.: Ruth Sacks, *b.*

Gordon-Marshall Advertising, Inc.
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Media Dept.: Wilson Lewis, *dir.;* Jaclyn Oertle, *b.*

Gordon-Pilling, Inc.
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Tom P. Gordon Co.
16 N. Harvey, Midwest Bldg., Oklahoma City 2, Okla. Regent 9-0543. Tom P. Gordon, *o., cpy. chf. & publ. dir.;* Ben Dickerson, *prod. mgr., personnl. dir. & tv-rad. dir.;* Loretta Dabney, *rsrch. dir. A. e.'s:* Tom P. Gordon, Ben Dickerson, Jack Tubb.
Media Dept.: Tom P. Gordon, *dir., space b.:* Jack Tubb, *tb. & tal. b.*

Gore-Serwer, Inc.
420 Madison Ave., N. Y. 17. Murray Hill 8-6265. Chester A. Gore, *pres. & a.e.;* James Serwer, *v.p. & a.e.;* Gerie Gore, *sec.;* Murray Platte, *rsrch. dir.;* William Stewart, *art dir.;* Randi Crystal Jospe, *fash. dir. & a.e.;* Stanley Soltoski, *prod. mgr. A. e.'s:* Roy Friedlander, Jeanne Nelson, Morris Samler, Odette D'Auvergne.
Media Dept.: Murray Platte, *dir.;* Rosa Waintraub, *space b.*

Goslin Advertising Agency
1320 E. Columbia, P. O. Box 220, Battle Creek, Mich. Woodward 28040. H. O. Goslin, *p.;* L. F. Straub, *p.;* F. A. Chantrey, *p.*

Gotham-Vladimir Advertising, Inc.
342 Madison Ave., N. Y. 17. Oxford 7-4300. G. Ellsworth Harris, *chmn bd.;* Duncan D. Sutphen Jr., *chmn exec. committ.;* Irwin A. Vladimir, *pres.;* Arthur A. Kron, *exec. v.p. & mng. dir.;* Richard H. Hobbs, *sr. v.p. V.p.'s:* Daniel C. Kaufherr, Robert F. Kendall, Arthur F. Connolly, Evelyn Ringrose, C. G. Rourke, Joseph T. Sloane, M. Craig Spitz; Margaret Stark, *rsrch. dir.*
Media Dept.: Robert J. Ricglane, *dir.*
Branch Offices:
1 N. LaSalle St., Chicago 2, Ill. Andover 3-2890. Richard H. Hobbs, *sr. v.p.*
251 Kearny St., San Francisco 8, Calif. Yukon 6-0920. M. Craig Spitz, *v.p.*

Adolph F. Gottesmann Advertising Agency
1060 Broad St., Newark 2, N. J. Market 3-7150. Adolf F. Gottesmann, *pres. & a.e.;* Julius J. Baader, *exec. v.p. & a.e.;* Frank Gottesmann, *v.p. & a.e.;* Elaine L. Mantas, *art dir.;* C. Barber, *prod. mgr.;* Carlton S. Smith, *cpy. chf.;* Gene Kesselman, *a.e.*
Media Dept.: Denise Meimin, *dir.*

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Gottschaldt & Associates, Inc.
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Goulston Co., Inc.
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Media Dept.: Sheldon N. Ripley, *dir.;* Helene M. Gobron, *space b.*

Gourfain-Cobb & Associates
400 N. Michigan Ave., Chicago 11, Ill. Wh 4-5230. A. S. Gourfain Jr., *pres. & a.e.;* Dade Ellison, *art dir.;* Myron Stewart, *prod. mgr.*
Media Dept.: Louise Adams, *dir.*

Gousha Advertising, Inc.
130 S. 10th St., Minneapolis 2, Minn. Federal 9-6831. Harry M. Gousha Jr., *pres. & a.e.;* Harry M. Gousha, *v.p.;* John Strutt, *art dir.;* Fred McDowell, *prod. mgr.;* Joan Case, *libr.;* J. Fred Major, *a.e.*

Grabar Advertising
304 S. Negley Ave., Pittsburgh 6, Pa.

Graceman Advertising, Inc.
983 Main St., Hartford 3, Conn. Jackson 2-9196. Edward M. Graceman, *pres., creat. dir. & a.e.;* Lucille E. Graceman, *sec.-treas.;* John Milne Boothroyd, *v.p. & art dir.;* Sheldon M. Stone, *prod. mgr. A. e.'s:* John O. Brotherhood, Donald R. Holland.

Robert B. Grady Co.
45 E. 17th St., N. Y. 3. Gramercy 7-1755. Robert B. Grady, *pres. & a.e.;* Edwin Miller, *cpy. dir. & a.e.;* Joseph Grogan, *art dir.;* Eugene Fahy, *prod. mgr.;* Ann Smith, *fash. dir. A. e.'s:* Robert E. Launey, August Lawrence, Russell See, N. A. Dick Brown.
Media Dept.: Robert E. Launey, *dir.*

Harry W. Graff, Inc.
730 Fifth Ave., N. Y. 19. Circle 5-6611. Harry Graff, *pres., treas. & a.e.;* Al Kaplan, *v.p. & a.e.;* Robert Schwartz, *art dir.;* Jones

Berger, *prod. mgr.;* Marty Namm, *dir. pub. rels.;* Adele Tatti, *personnl. dir.;* Robert Teitler, *superv. A. e.'s:* William C. Kent, Mark R. Castle, William Morris.

Media Dept.: Harold F. Oldham, *dir.*

Branch Office:
819 Santee St., Los Angeles, Calif. Tucker 2541. William Kent, *v.p., mgr.*

John T. Graff Co., Inc.

501 Fifth Ave., N. Y. 17. Murray Hill 2-2593. John T. Graff, *pres. & treas.;* Dorothy A. Graff, *v.p. & educatnl. dir.;* Frank L. Livermore, *v.p.;* Robert C. Kerpen, *v.p.;* Helen E. Lawrence, *sec.*

Clyde D. Graham Advertising

143 S. Berendo Ave., Los Angeles 4, Calif. Dunkirk 3-1266. Clyde D. Graham, *o.*

Hugh H. Graham & Associates, Inc.

10 Arcade, New Britain, Conn. Baldwin 3-3676. Hugh H. Graham, *pres.;* E. Morgan Kelley, *sr. v.p. & art dir.;* Marion E. Stalk, *sec.-treas.;* Edwin F. Snelgrove, *prod. mgr.;* Roy T. Nordin, *cpy. dir. Clnt. service:* Hugh H. Graham, Robert D. Hall, Culver A. Modisette.

Irvin Graham Agency, Inc.

19 W. 44th St., N. Y. 36. Murray Hill 7-4508. Irvin H. Graham, *pres.;* B. Hall, *sec.;* Sy Dennis, *tv-rad. dir. & a.e.*

Gramercy Advertising Co., Inc.

30 Central Park South, N. Y. 19. Eldorado 5-7975-6-7. Maurice M. Goldberger, *pres. & treas.;* Miriam VanAalten, *v.p. & sec.;* Samuel Rivkin, *v.p.;* Angel Vullo, *art dir.;* Fran Collin, *prod. mgr.;* Abraham Karp, *cpy. chf.*

Media Dept.: Mary Joyce Dunne, *dir.*

Grant Advertising, Inc.

919 N. Michigan Ave., Chicago 11, Ill. Superior 7-6500. Will C. Grant, *pres. & a.e.;* Howard A. Jones, *exec. v.p. chg. central creat. staff & a.e.;* Fred Spence, *v.p. optns. int'l div.;* Mary Waller Grant, *sec.;* Andrew J. Shepard, *v.p. optns. int'l div. & a.e.;* John G. Copeland, *v.p.;* Loren G. Moore, *v.p. & art dir. (all offices);* Donald C. Turner, *v.p. personnl. (all offices);* Kay Sheldon, *v.p. rsrch. dir. (all offices);* Harry White, *prod. mgr.;* Fleetwood Burt, *Chgo. art dir.;* Albert Fischer, *ass't art dir.;* Wallace Capel, *cpy. grp. hd.;* John O'Reilly, *pub. rels. A. e.'s:* W. R. Watson, Glen Shears, Carl Post, Donald Matthews, Hugo Vogel, Richard Severson. *Bdcst. dept.:* Jeanne Ruzek, *tv & rad. dir.;* Fred Norman, *ass't tv & rad. dir. & m.*

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Gutman Advertising Service

505 Fifth Ave., N. Y. 17. Oxford 7-3098. Albert Gutman, *o.;* C. Schiff, *treas.;* Henry Ganes, *art dir.*

M. H. Hackett Co.

9 Rockefeller Pl., N. Y. 20. Circle 6-1950. Montague H. Hackett, *prop.;* George Schiffmacher, *gen. mgr.;* John H. Small, *cont.;* George Buchanan, *art dir.;* William Kaleb, *prod. mgr.;* Helen Gunn, *cpy. chf.;* Stanley Evans, *a.e.*

Media Dept.: Aida Stearns.

Haehnle Advertising, Inc.

2199 Victory Pkwy., Cincinnati 6, Ohio. Plaza 1-3020. M. C. Haehnle, *chmn. & treas.;* Walter F. Haehnle, *pres.;* Thomas R. Ertel, *v.p.;* Robert R. Bender, *v.p.;* C. McCarthy, *sec.*

Hagerty & Sullivan, Inc.

Daily News Pl., Chicago 6, Ill. W. H. Hagerty, *pres. & creat. dir.;* W. F. Sullivan, *v.p. & treas.;* E. Odden, *prod. mgr.;* R. Arenson, *cpy. chf. A. e's:* W. H. Hagerty, W. F. Sullivan.

J. M. Haggard Advertising

141 W. Jackson Blvd., Chicago 4, Ill. Webster 9-3895. J. M. Haggard, *mgr.;* Charles J. Wachtel, *art dir.;* R. M. Ferguson, *artist.;* L. A. Forbes, *cpy. dept.*

Media Dept.: J. M. Haggard, *space b.*

Marvin Hall, Inc.

2889 W. Grand Blvd., Detroit 2, Mich. Trinity 5-0704. Marvin Hahn, *o.*

John B. Haines Advertising Agency

1218 Chestnut St., Philadelphia 7, Pa. Pennypacker 5-1858. J. B. Haines 3rd, *a.e.*

Media Dept.: C. S. Haines, *space b.*

Hall Advertising Agency

214 Houseman Bldg., Grand Rapids 2, Mich. Glendale 4-9291. R. E. Hall, *o.*

John T. Hall & Co.
1512 Walnut St., Philadelphia 2, Pa. Pennypacker 5-6231. John T. Hall, *pres.;* John Fuir, *rsrch. dir.*
Media Dept.: John Fuir, *dir., tb., print.;* John T. Hall, *tb. tv & rad., print.*

Melvin F. Hall Advertising Agency, Inc.
220 Delaware Ave., Buffalo 2, N. Y. Madison 4461. Melvin F. Hall, *pres., treas. & a.e.;* Kenneth G. Niblack, *v.p. & a.e.;* Emily K. Karpuk, *sec.;* Ernest Davenport, *art dir.;* James N. Felger, *prod. mgr.;* Benedict W. Law, *cpy. chf. & a.e. A. e.'s:* F. Bradley Stubinger, James N. Felger, Dolph F. Lindgren.
Media Dept.: F. Bradley Stubinger, *dir.*

Hall-Neagle, Inc.
211 W. Franklin St., Richmond, Va. 7-1927. Raymond C. Hall, *pres.;* C. W. Neagle, *v.p.;* Victoria Hall, *sec.-treas.;* Robert Bowers, *art dir.;* Jacqueline Huguenard, *prod. mgr.*

Hall & Thompson, Inc.
1510 First National Bldg., Oklahoma City, Okla. Norman F. Hall, *pres.;* Daniel P. Thompson, *v.p.*

Halpern Advertising Agency, Inc.
152 W. 42nd St., Newsweek Bldg., N. Y. 36. Chickering 4-2300. Samuel Halpern, *pres.;* Babette M. Hesse, *sec.-treas.*

Herman Halpern Advertising
202 Nissen Bldg., Winston-Salem 3, N. C. 3-5616. Herman Halpern, *o. & a.e.;* Marjorie K. Halpern, *exec. sec. & a.e.*
Media Dept.: Herman Halpern, *space b.*

John L. Halpin Advertising
207 State St., Schenectady 5, N. Y. Franklin 2-0492. John L. Halpin, *pres.;* Marion G. Halpin, *v.p. & treas.*

Halsted & Van Vechten, Inc.
11 Wharf Ave., Red Bank, N. J. 6-0998. Schuyler Van Vechten Jr., *chmn & pres.;* William A. Johnson, *v.p. & a.e.;* Robert H. Kuhn, *v.p. & a.e.;* George A. Stevens, *v.p., mdsg. dir. & a.e.;* Ann S. Van Vechten, *sec.-treas.;* Ruth C. Campbell, *art dir.;* Helen M. Whiteway, *prod. mgr.;* Thelma K. Jelliffe, *cpy. chf.;* Irma G. McGovney, *publ. dir.;* Joan Muller, *rsrch. dir.;* Stanley Whiteway, *a.e.*
Media Dept.: Veronica E. Hecht, *dir.*

E. M. Halvorson Co.
1726 Champa, Denver 2, Colo. Main 3-6916. E. M. Halvorson, *pres.;* Jim Bolles, *art dir. & assoc.;* John Castelnuovo, *rsrch. dir. & assoc.*

Hameroff Advertising Agency
165 N. High St., Columbus 15, Ohio. Capital 4-5390. Eugene J. Hameroff, *pres.;* Margaret Colgin, *sec.;* Park Bixley, *a.e.*

William Irving Hamilton, Inc.
267 Fifth Ave., N. Y. 16. Murray Hill 5-1737-8. William Irving Hamilton, *pres.;* M. C. Macarthy, *v.p. & art dir.;* John M. Hamilton, *sec.*

Hammer Co.
171 Church St., Hartford 3, Conn. Jackson 7-0183-4, 3-4665. M. H. Hammer, *pres. & a.e.;* Richard Hammer & Herbert Sherman, *v.p.'s;* Mildred C. Hammer, *treas.;* Vincent Longo, *art dir.;* Patricia Levin, *cpy. chf. A. e.'s:* Melvin Levy, Alvin George.
Media Dept.: Elizabeth English, *tal. b.*
Branch Office:
101 W. 55th St., N. Y. Plaza 7-0955. Charles J. Charney, *mgr.*

Robert Hammond Advertising, Inc.
88 Park Lake Ave., Orlando, Fla. 2-5640, 5-3273. Robert G. Hammond, *pres. & a.e.;* Alan M. Brown, *prod. mgr., rsrch. dir. & a.e.;* Mrs. Frances Cunningham, *sec.;* Robert R. Williams, *acctnt.;* Robert W. Boyle, *art dir., tv-rad. dir.;* Bee Butts, *cpy. chf.;* John Dillin, *publ. dir.;* William Hammond, *local accts.*
Media Dept.: Robert G. Hammond, *dir.;* Robert W. Boyle, *tb.*

Benet Hanau & Associates
1011 Park Ave., San Jose, Calif. Cypress 3-1513. Benet Hanau, *o.;* Neale H. Stewart, *art dir.;* Gretchen Vandivert, *cpy. dir.;* Betty Carter, *rsrch. dir.*
Media Dept.: Benet Hanau, *b.;* Gretchen Vandivert, *tv & rad. dir.*

James F. Hanaway, Inc.
513 Hospital Trust Bldg., Providence 3, R. I. Gaspee 1-3117. James F. Hanaway, *pres., treas. & a.e.;* Katherine L. Hanaway, *v.p. & sec.*
Media Dept.: James F. Hanaway, *tb.*

M. M. Hance Advertising
30 Central Ave., Westerville, Ohio. Fr 2-3169. M. M. Hance, *mgr.*

Hanford & Greenfield, Inc.
11 James St., Rochester 7, N. Y. Baker 6990. R. S. Hanford, *pres.;* G. D. Greenfield, *sec. & treas.;* R. M. Cole, R. A. Nellson, *v.p.'s;* John N. Prewitt Jr., *tv & rad. dir.*

Lou Hangel Advertising Agency
2807 Sheffield Ave., Chicago 14, Ill. Wellington 5-4465. Lou Hangel, *o.*

John Hansen Advertising
116 23rd Ave., San Mateo, Calif. Fireside 5-4166. John L. Hansen, *o.*

Ray Hansen & Associates
3016 Whitmore Ave., Omaha 11, Neb. Wa 8515 & Ke 6146. Ray Hansen, *o.;* R. Maxine Hansen, *treas.;* Calvert L. Lindquest, *cpy. chf. & a.e.*

Clem T. Hanson Co.
1409 15th St., Moline, Ill. 2-3022. Clem T. Hanson, *o.;* W. R. Lievens, *prod. mgr. & a.e.;* C. T. Hanson, *a.e.*
Media Dept.: Clem T. Hanson, *space b.*

Hanson & Hanson, Inc.
228 N. LaSalle St., Chicago 1, Ill. Dearborn 2-7008. C. V. Hanson Jr., *pres. & treas.;* R. G. Hanson, *exec. v.p.;* K. R. Willert, *v.p.;* Richard F. Babcock, *sec.;* Tom Skweres, *prod. mgr.*
Media Dept. Rena Shield, *space b.*

Hanson & Ridlon, Inc.
212 Essex St., Boston 11, Mass. Hancock 6-4924. J. A. Ridlon, *pres.;* W. J. Ridlon, *treas.*

Hargreaves Advertising
120 N. W. 9th Ave., Portland 9, Ore. Broadway 6679. Bob Hargreaves, *o.;* Harry Watson, *prod. mgr.*
Media Dept.: Bob Hargreaves, *space b. & tb.*

Harmon Advertising Service
22 S. Main St., Salt Lake City 1, Utah. Elgin 5-6043. Hal R. Harmon, *o. & mgr.;* Emerson S. Smith, *a.e.*
Media Dept.: Emerson S. Smith, *tv & rad. dir.*

Harper Co.
Pioneer Bldg., St. Paul 1, Minn. Capital 4-7854. F. L. Harper, *o.;* O. L. Nybakken, *off. mgr.;* David J. Haslund, *prod. mgr.;* W. M. Fisk Jr., *sls. dept.;* Betty Briggs, *tv & rad. dir.*

Don Harrington Associates
50 W. 57th St., N. Y. 19. Judson 2-0292. Don Harrington, Gerry S. Harrington.

Harrington-Richards (Division of Fletcher D. Richards, Inc.)
58 Sutter St., San Francisco 4, Calif. Exbrook 2-6025. Eugene I. Harrington, *pres.;* Alfred E. Smith, *v.p. in chg.;* Henry W. Peterson, *v.p. & a.e.;* Harry Fletcher, *v.p. & art dir.;* Henry Wachs, *art dir.;* Carl W. Matson, *prod. mgr.;* Mac Lean Chandler, *dir. m. & rsrch. A. e.'s:* Houston Levers, Humphrey Ireland.
Media Dept.: Mac Lean Chandler, *d. m. & rsrch.;* Marianne Hammond, *superv.*
Branch Office:
5816 Wilshire Blvd., Los Angeles 36, Calif. Webster 3-5577. Greacen Mitchell, *v.p., mgr. & a.e.*

Harris & Coy, Inc.
308 Fox Theatre Bldg., Detroit 1, Mich. Wo 1-8550. Hugh W. Harris, *pres., sec. & a.e.;* William H. Coy, *v.p., treas. & a.e.;* George Mountford, *prod. mgr.;* Dean Tebbetts, *a.e.*

R. T. Harris Advertising Agency, Inc.
Walker Bank Bldg., Salt Lake City 11, Utah. Empire 3-8815. R. T. Harris, *pres. V.p.'s:* K. E. Montague, Robert G. Love, R. W. Wood; F. E. Peek, *sec.;* Afton B. Harris, *treas.;* Georgia Robinson, *prod. mgr.*

Ralph Harris Advertising
280 Madison Ave., N. Y. 16. Murray Hill 3-8778. Ralph Harris, *o.*
Media Dept.: Ralph Harris, *space & tb.*

Harris & Associates, Inc.
615 Fox Bldg., Detroit 1, Mich. Woodward 1-8550. Frances A. Harris, *pres.;* Lloyd Bennett, *v.p.;* Hugh W. Harris, *sec.-treas.*
Media Dept.: Hugh W. Harris, *exec. in chg.*

AGENCIES

Harris & Whitebrook Advertising, Inc.

924 Lincoln Rd., Miami Beach 39, Fla. Jefferson 2-2411. Erwin Harris, *pres. & a.e.;* Joseph N. Kaplan, *sec., treas. & a.e.;* Charles H. Whitebrook, *exec. v.p. & a.e.;* Harry M. Jobson, *v.p. & a.e.;* Seymour Goeld, *v.p. & a.e.;* Richard Scholes, *cpy. chf.;* Patricia Steele-Jones, *assoc. cpy. chf.;* Bruce Roberts, *creat. dir.;* Jerry Bogorad, *exec. art dir.;* William M. Johnson, *art dir.;* Melford N. Brodie, *prod. mgr.;* Harold J. Deidesheimer, *ass't prod. mgr.;* C. McAlpine Bowen, *compt.;* Lee Schully, *traff. mgr.*

Media Dept.: Elaine Le Noble, *dir.;* Claire F. Friedman, *space b.*

Claude Harrison & Co.

State and City Bldg., Roanoke, Va. 4-5591. Claude Harrison, *pres.;* P. B. Owen, *creat. superv.;* Ernest Johnson, *visualizer;* M. S. Moseley, *traff.*

Media Dept.: Claude Harrison, *pres.*

Lester Harrison, Inc.

210 E. 50th St., N. Y. Plaza 1-2820. Lester Harrison, *pres.;* Paul Nebenzahl, *exec. v.p.;* R. J. Weill, *v.p.;* Charles Harrison, *sec. & creat. dir.;* Lillian Harrison, *treas. & prod. mgr.;* Chuck Gruen, *consultg. art dir.;* Ambrose Kennedy, *art dir.;* Irene Charles, *assoc. art dir.;* Gladys Steiner, *publ. dir. A. e.'s:* Cass Musler, Charles Stone, Gilbert R. Lesser, David Oppenheim, Ruth Fetske.

Media Dept.: Rosemarie Bohan, *dir.*

Harrison-Pitt, Inc.

334 St. Paul St., Baltimore 2, Md. Saratoga 7-7120. Merlin J. Pitt, *pres. & sec.;* Frank Edward Harrison, *v.p. & treas.;* Theodore A. Butts Jr., *art dir.;* Shirley P. Harrison, *prod. mgr.;* Patricia Randall, *cpy. chf.*

Harrison-Rippey Advertising Co.

6625 Delmar Blvd., University City 5, Mo. Parkview 1-5113. Milton Rippey, *pres.;* E. S. Rippey, *sec. & treas.*

Media Dept.: Milton Rippey, *space b.*

Hart-Conway Co., Inc.

Triangle Bldg., East Ave. at Main St., Rochester 14, N. Y. Locust 3520. H. Lyman Hart, *pres., treas. & a.e.;* H. E. Kennedy, *sr. v.p. & a.e.;* Joseph P. Brown, *exec. v.p. & a.e.;* John P. Street, *v.p. & a.e.;* John M. Nixon, *sec. & a.e.;* E. Warden Phillips, *ass't v.p. & a.e.;* A. L. Kearns, *compt.;* Arthur Sinclair, *art dir.;* John Mannhardt, *prod. mgr. A. e.'s:* John M. Sullivan, Charles R. Milne.

Ralph A. Hart Advertising

1700 Walnut St., Philadelphia 3, Pa. Pennypacker 5-8477. Ralph A. Hart, *pres. & a.e.;* Ernest D'Angelo, *art dir.;* Theodore Barkus, *prod. mgr. & a.e.;* Murray Firestone, *cpy. chf. & a.e.;* Michael Schwartz, *a.e.*

Media Dept.: Vivian Friedman, *dir.*

George H. Hartman Co.

307 N. Michigan Ave., Chicago, Ill. Andover 3-0130. George H. Hartman, *pres.;* Rowland Laughlin, *exec. v.p.;* John T. Holloway, *v.p. & gen. mgr.;* Alfred Festen, *v.p. & art dir.;* Thomas Kivlan, *v.p.;* David R. Coey, *v.p.;* Burton J. Wasserman, *rsrch. dir.;* Thomas Whitehead, *cpy. dir.;* John Berg, *dir. tv.;* Jack Leonard, *tv & rad. superv. A. e.'s:* George H. Hartman Jr., Lon W. Ramsey, Robert Cole.

Media Dept.: Virginia Caldwell, *dir.;* Jean Seaman, *tb.;* Gloria McNamee, *space b.*

L. H. Hartman Co., Inc.

50 Rockefeller Pl., N. Y. 20. Circle 5-4664. L. H. Hartman, *pres.;* Albert M. Ross, *exec. v.p. & art dir.;* Arthur B. Modell, *v.p. & tv dir.;* J. H. Eydeler, *sec. & treas.;* George V. Nelson, *prod. mgr.;* Albert Boam, *cpy. chf.;* Robert H. Hartman, *dir. rsrch.*

Media Dept.: Margaret C. Ryan, *space b.*

W. C. Hartman Advertising Agency

219 W. Water St., Syracuse 2, N. Y. 3-3734. William C. Hartman, *pres.* (Address all correspondence to Mary L. Sloan.)

Hartogensis Advertising Co.

722 Chestnut St., St. Louis 1, Mo. Central 1-0666. Harold Hartogensis, *o., cpy. chf. & a.e.;* Jack C. Kuhl, *art dir.*

Media Dept.: Ruth G. Hartogensis, *dir.*

Harvey Advertising Agency

National Reserve Bldg., Suite 209, Topeka, Kansas. 2-4885. Perce Harvey Jr., *pres.;* E. D. Harvey, *sec. & treas.*

Harvey-Massengale Co., Inc.

Walton Bldg., Atlanta 3, Ga. Walnut 9117. R. Winston Harvey, *pres.;* Ella Dillard Harvey, *sec. & treas.*

Branch Office:
Durham, N. C. 6177. C. Knox Massey, *mgr. & rad. dir.;* G. Watts Fowler, *art dir.*

Media Dept.: John Moorehead, *tb.*

Hastings Advertising Agency

7314 W. Colfax Ave., Denver 15, Colo. Belmont 3-6556. Merrill G. Hastings Jr., *pres.;* Anne L. Falk, *art dir.;* Jack W. Mefford, *a.e.*

Media Dept.: Mildred I. Cline, *dir.*

G. E. Hatch Advertising

75 Longfellow St., Baldwin, N. Y. Baldwin 3-4875. George E. Hatch, *gen. mgr.*

Branch Office:
Whitehall, N. Y. Whitehall 440. D. C. Zipp, *mgr.*

Hathaway & Associates, Inc.

207 N. W. Second St., P. O. Box 133, Evansville 5, Ind. Ha 4-2518, 4-2581. Fred W. Balz, *pres.;* James T. Richardson, *exec. v.p.;* James T. Mitchler, *v.p.;* W. J. Goeltz, *treas.;* Charles F. Ross, *a.e.;* Logan H. Miller, *prod. mgr.;* C. A. Gnaegy, *art dir.;* Marvin J. Lockyear, *art dir.;* Roger K. Carlson, *cpy. dir.*

Media Dept.: Logan H. Miller.

Haugan Advertising, Inc.

114 E. 32nd St., N. Y. 16. Murray Hill 5-0169. A. S. Haugan, *pres. & treas.;* Eugene F. Baltzell, Gerhard Lang, *v.p.'s;* Henry Tillinger, *prod. mgr.*

Branch Offices:
4626 W. Washington Blvd., Los Angeles, Calif. Webster 1-1385. E. F. Baltzell, *mgr.*

23242 Lilac Ave., Farmington, Mich. Gr 4-4237. John L. Bailey, *ass't sec.-treas. & mgr.*

H. W. Hauptman Co., Inc.

18 E. 48th St., N. Y. 17. Plaza 1-3240. Harry W. Hauptman, *pres. & a.e.;* E. Weinerman, *treas.;* Otto Rattner, *art dir.;* Mort Tanney *prod. mgr.*

Media Dept.: A. L. Kupferman, *space b.*

Orson W. Hauter & Associates

3720 Mullen Place, Los Angeles 43, Calif. Axminster 4-3547. Orson W. Hauter, *pres.;* P. A. Haroldson, *cpy. chf.;* Orville H. Hampton, *a.e.*

Hav Nash & Associates, Inc.

137 Chestnut St., Rochester 7, N. Y. Baker 8610. Haviland Nash Sr., *pres.;* Haviland Nash Jr., *sec.-treas.;* Ronald Bishop, *art dir.;* Philip Blocker, *prod. mgr.*

Media Dept.: Mrs. Sirelda Brown, *dir.*

Haydon Co., Inc.

96 Grove St., New Haven, Conn. Main 4-3134. Martin Haydon, *pres. & treas.;* Wilfred Krupa, *v.p.*

Media Dept.: Martin Haydon. *exec. in chg.*

Charles Elwyn Hayes Co.

332 S. Michigan Ave., Chicago 4, Ill. Wabash 2-3862. Charles Elwyn Hayes, *p.;* Helene McKinsey, *p.*

Hayes-Endler-Brown, Inc.

555 Madison Ave., N. Y. 22. Plaza 8-1885. Budd Brown, *pres.;* Alma Hayes, *v.p. & fash. dir.;* Joseph V. Lubrano, *art dir.*

Hayes, Wootters & Troxell

2357 Huldy, Houston, Tex. Jackson 4-7519. Bruce J. Hayes, *p.;* John H. Wootters Jr., *p.;* R. K. Troxell, *p.*

Haynes Advertising Co.

4007 Farnam St., Omaha 3, Neb. Jackson 0827. J. Wilbur Haynes, *pres.;* H. F. Armitage, *sec.*

Hays Advertising Agency, Inc.

252 College St., Burlington, Vt. 2-5757. Norman H. Myers, *pres. & treas. A. e.'s:* Malcolm MacDonald, Ralph Kidd.

Hazard Advertising Co., Inc.

444 Madison Ave., N. Y. 22. Plaza 9-3100. Herbert Peck, *pres.;* Donald B. Foresman, *v.p. & sec.;* William Mordwin, *v.p. & treas.;* A. M. Oliver, *a.e.*

Media Dept.: Daniel S. Heath, *dir.*

Healy Advertising Service

516 Bloomfield Ave., Montclair, N. J. Pilgrim 4-1100. Paul M. Healy, *o.*

S. H. Heathwood Associates

656 Beacon St., Boston 15, Mass. Commonwealth 6-3356-7-8. Sydney H. Heathwood, *o.*

Hege, Middleton & Neal

Watson Bldg., Greensboro, N. C. 5-2831. James L. Hege, *p.;* James A. Middleton, *p. & art dir.;* John H. Neal, *p.;* Carl R. Rich, *prod. mgr.;* Ruth Falk, *a.e.;* Robert I. Wrenn, *ass't art dir.*

Media Dept.: Marjorie Hawkland, *dir.*

Earl Heims & Associates

835 S. W. 16th, Portland 5, Ore. Ca 3-6124. Earl Heims, *o.;* Bob Huffman, *art dir.;* Dor-

ris Bruhn, *prod. mgr.;* Robert Ginsburg, *pub. rels. dir.:* Patricia White, *rsrch. dir.*

Media Dept.: Walt Hawthorne, *dir.*

Don Heinrich Advertising Agency

1123 Knoxville Ave., Peoria, Ill. 8-1869. Donald J. Heinrich, *pres.;* "Eddie" Blair, *dir. cpy. & serv.*

Heintz & Co., Inc.

611 Wilshire Blvd., Los Angeles 17, Calif. Madison 9-3181. Carl M. Heintz Sr., *chmn bd.;* Carl M. Heintz Jr., *v.p., pub. dir. & a.e.;* Herbert R. Dickow, *v.p., personnl. dir. & a.e.;* Robert P. Heintz, *pres. & a.e.;* Blanche Tanous, *prod. mgr.;* Peter G. Heintz, *libr., a.e. & sec.*

Media Dept.: Robert P. Heintz, *dir.;* Bernard Brennan.

C. D. Heiser Advertising Agency

2424 Euclid Ave., Cleveland 15, Ohio. Superior 1-7107. C. D. Heiser, *o.*

Paul Lynn Heller Advertising, Inc.

911 Thirteenth St., N.W., Washington 5, D. C. National 8-7638. Paul Lynn Heller, *pres. & a.e.;* Harold Strauss, *v.p.;* Selma C. Heller, *sec. & treas.;* Henry Compart, *art dir.;* Jerome F. Horwitz Jr., *a.e.*

Media Dept.: Paul Lynn Heller, Jerome F. Horwitz Jr., *space bs.*

Helmer & Halbach Advertising

415 WCU Bldg., Quincy, Ill. Baldwin 3-2180. John Helmer, *art dir. & prod. mgr.;* R. W. Halbach, *a.e.*

Media Dept.: R. W. Halbach, *dir.*

Henry M. Hempstead Co.

810 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-0072-3-4-5. Henry M. Hempstead, *pres., treas. & a.e.;* Sidney M. Flom, *prod. mgr.; V.p.'s & a.e.'s:* E. Earl Lines, Lurline T. Bennell, *sec.;* Francis A. Harper, *cpy. chf.*

Media Dept.: Lurline T. Bennell, *b.*

A. Hemsing

195 W. Nine Mile Rd., Detroit 20, Mich. Lincoln 1-6769. A. Hemsing, *p.;* Walter Hemsing, *p.*

Henderson Advertising Agency, Inc.

Fifth Fl., Insurance Bldg., Greenville, S. C. 2-7611. James M. Henderson, *pres.;* Howard K. McIntyre, *v.p.*

Media Dept.: Betty McCowan, *b.*

E. R. Henderson & Associates, Inc.

6615 Snider Pl., Dallas, Tex. Logan 3015. E. R. Henderson, *pres. & art dir.;* John Irvin, *v.p.;* Martha B. Henderson, *sec.-treas.*

Scott Henderson Advertising

Santa Rita Hotel, Tucson, Ariz. 3-5425. Scott Henderson, *pres., tv & rad. dir. & a.e.;* Jean Henderer, *sec.;* Elaine Finch, *treas.;* Bill Pegler, *traff.;* Freda Botkin, *a.e.*

Media Dept.: Jean Henderer, *dir.;* Scott Henderson, *tb.*

Hening & Co., Inc.

225 S. 15th St., Philadelphia 2, Pa. Kingsley 6-3838. E. Bradford Hening, *pres.;* Foster A. Babcock, *v.p. & industr. dir.;* M. John Romer, *v.p. & cpy. dir.;* Rita G. Pulaski, *off. mgr.;* Franklin L. Stein, *exec. art dir.;* David S. White, *art dir.;* Marjorie Rapp, *prod. mgr.;* William H. H. Neville III, *a.e.*

Branch Office:
Empire State Bldg., N. Y. 1. Chickering 4-8515. Vincent A. Carberry, *pub. rels. dir.;* Leo P. Murray, *mgr. N. Y. off.;* Edward Tichy, *art dir.;* James Lobello, *ass't art dir.;* Mary F. Quinn, *cpy. dir.;* Arthur Zonin, *prod. mgr.*

Henke & Associates

59 W. Hubbard St., Chicago 10, Ill. Superior 7-5522, Whitehall 4-1763. Herman E. Henke, *principal;* Marion L. Govan, *cpy. chf.;* Edward Conklin, *art dir. A. e.'s:* John Dale, Robert Carroll.

Henri, Hurst & McDonald, Inc.

121 W. Wacker Dr., Chicago 1, Ill. Franklin 2-9180. Martin Zitz, *pres.;* Arthur Boyd, *sec.-treas. V.p.'s:* J. C. Arnold, D. W. Bacon, T. R. Chadwick, Joseph Furth, W. C. Johnson, R. L. Jordan, E. W. Leach, Tim Morrow, Charles Pumpian; J. D. Woolf, *creat. dir.;* F. E. Tulp, *exec. prod. mgr.;* Arthur Boyd, *dir. rsrch.;* Lee Randon, *tv & rad. dir. A. e.'s:* J. C. Arnold, D. W. Bacon, D. J. Bay, T. R. Chadwick, D. L. Cuttie, C. M. Fallon, R. E. Franklin, J. F. Fraser, Joseph Furth, M. Hague, J. E. Gavin, W. H. Henri, W. D. Johnson, H. R. Langlie, E. W. Leach, T. Morrow, J. D. Probst, M. A. Small, J. P. Sweeney.

Media Dept.: Charles Pumpian, *dir.;* M. G. Reynolds, *space b.;* Laura Hall, *tb.*

Hepworth Advertising Co.

505 N. Ervay, Suite 816, Dallas, Tex. Randolph 2353. S. W. Hepworth, *pres.;* J. W. Ball Jr., *sr. v.p.;* N. C. Olson, *tv dir.*

Herald Advertising Agency, Inc.

441 Lexington Ave., N. Y. 17. Murray Hill 7-2280. M. J. Middleman, *pres., rad. dir. & a.e.;* H. M. Weiss, *v.p. & sec.;* Jack Warren, *v.p. & art dir.;* S. T. Hunter, *a.e.*

Milton Herder Advertising

55 W. 42nd St., N. Y. 36. Bryant 9-1963. Milton Herdler, *o., cpy. chf. & a.e.;* Seymour Augenbraun, *art dir.;* Addie Olkes, *prod. mgr.;* Anne Winter, *publ. dir.;* Arlene Marcus, *rsrch. dir.*

Louis F. Herman Advertising

207 Market St., Newark 2, N. J. Market 2-2608-9. Louis F. Herman, *o.;* B. Weissman, *art dir.;* B. Bierstein, *ass't art dir.;* P. Greenholtz, *prod. mgr. A. e.'s:* Terry Cobbs, J. Stein, L. F. A. Ratiner, Dick Thayer.

Media Dept.: Louis F. Herman, *space b. & tb.*

Herman & Sanders

1170 Broadway, N. Y. 1. Lexington 2-0839-40. Irving Sanders, *a.e.;* Martin Tully, *art dir.;* Thomas Herman, *prod. mgr.*

Media Dept.: Mollie C. Herman, *space b.*

Al Herr Advertising Agency, Inc.

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Media Dept.: Ruth Walter, *dir., space b. & tb.*

C. J. Herrick Associates

22 E. 67th St., N. Y. 21. Trafalgar 9-6310. Clarence J. Herrick, *pres.;* Laurel Cutler, *v.p.;* Irene Staub, *rsrch. dir.*

Media Dept.: Palmer Wald, *dir.*

Hershey-Paxton Co.

3007 E. Grand Blvd., Detroit 2, Mich. Trinity 4-0440. Benjamin Paxton, *p., rad. dir. & a.e.;* Milton E. Hershey, *p., treas., personnl. dir., tv dir. & a.e.;* Morrey Prujansky, *p. & art dir.*

Media Dept.: Benjamin Paxton, *dir.*

A. R. Hersk Advertising

701 Polk, Houston 2, Tex. Ca 7-4443. A. R. Hersk, *pres.;* Mrs. A. R. Hersk, *cpy. chf.*

Norman P. Hewitt

Commercial Trust Bldg., Philadelphia 2, Pa. Ri 6-6033.

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Box 625, Cleveland 7, Ohio

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Hickey-Murphy, Inc.

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Media Dept.: Wilbur J. Manthey, *exec. in chg.*

Hicks & Greist

555 Fifth Ave., N. Y. Murray Hill 7-5600. H. L. Hicks, *chmn bd.;* E. H. Greist, *pres.;* J. A. Drake, *sr. v.p.;* C. V. Skoog, *v.p.;* Theodore J. Grunewald, *v.p. & tv-rad. dir.*

Media Dept.: Vincent D. Daraio, Edward Jennings, *tbs.*

Branch Office:
3450 Wilshire Blvd., Los Angeles, Calif. Dunkirk 5-1721. Robert Black, *v.p.*

Hicks, Livingstone, Porter

350 Madison Ave., Detroit 26, Mich. Wo 3-4641. L. P. Hicks, *o.;* Mrs. Andrea Stempien, *prod. mgr.*

Ward Hicks

315 Gold Ave., S.W., Albuquerque, N. M. 7-8844. Ward Hicks, *o. A. e.'s:* John T. Airy,

Philip Willmarth, Wayne Reynolds, Fred McCaffrey. *Tv & rad. dept.:* Tom Jones.

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Hill & Knowlton, Inc.

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Branch Office:
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W. S. Hill Co., Inc.

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F. Willard Hills Advertising Service

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Hilton & Riggio, Inc.

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Media Dept.: Maria Carayas, *tb.;* Estelle Kahn, *space b.*

Fred A. Hinrichsen Advertising Agency

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Hirsch, Tamm & Ullman, Inc.

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Media Dept.: Maurice L. Hirsch, *exec. in chg.;* Harmon I. Moseley, *tv & rad. dir.*

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Branch Office:
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Hockaday Associates, Inc.

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Media Dept.: Viven Drummond, *dir.*

Hoefer, Dieterich & Brown, Inc.

405 Sansome St., San Francisco 11, Calif. Yukon 2-0575. John H. Hoefer, *pres.;* James W. Dieterich Jr., *v.p.;* Wallace C. Riddell Jr., *tv & rad. dir.*

Media Dept.: Wallace C. Riddell Jr., *b.*

David Hoff

10 Central Ave., Lynn, Mass. Lynn 3-6171. David Hoff, *o. & prod. mgr.;* Joseph M. Cohen, *art dir.;* Lawrence Mayer, *a.e.*

Media Dept.: Bernice S. Hoff, *dir.*

Branch Office:
120 Boylston St., Boston 16, Mass. Liberty 2-1265. Eleanor Lockhardt, *mgr.*

Hoffman Advertising, Inc.

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Media Dept.: J. H. Carroll, *space b.*

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Media Dept.: Ethel Dale, *dir.*

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Media Dept.: P. Mulvanny, *dir.*

Hogan, Rose & Co.

709 Market St., Knoxville, Tenn. 5-6946. Joseph P. Hogan, *p. & a.e.;* John M. Rose, *p. & a.e.;* Ray V. Anthony, *art dir.*

Media Dept.: Joseph P. Hogan, *tb. print;* John M. Rose, *tb.*

Hoge, Huber & Sons, Inc.

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Media Dept.: Cecil C. Hoge, *dir.*

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Media Dept.: Alice K. Flint, *dir. & b.*

William F. Holland Agency

2530 Auburn Ave., Cincinnati 19, Ohio. Capital 1-1252. William F. Holland, *o.;* Robert Temmen, *prod. mgr.;* Walter Rand, *art dir.;* Audrey Stigler, *cpy. chf.;* Ivan Emler, *rsrch.;* Erwin Tiemeyer, *mdsg.;* Paul Bogosian, *cartoonist;* Rosen Hoolov, *prod.-tv.*

Media Dept.: Earl L. Holland, *b.;* D. E. Holland, *b.*

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Media Dept.: Jo Ann Hubenak, *graphics dir.*

Branch Office:
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Holmes, Whitney & Associates

2906 W. Peterson Rd., Chicago, Ill. Ro 1-4335. James W. Holmes, *pres., prod. mgr., tv dir. & a.e.;* Jason F. Whitney Jr., *v.p. & a.e.;* Tom Moran, *sec.-treas.*

Media Dept.: James W. Holmes, *space b. & tb.*

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Media Dept.: John W. Davis, *dir.*; Bernice Biederman, Mildred Coutts, *bs.*; Richard Geary, *outdr. b.*; Clarice McCreary, *tb. tv ½ rad.*

Branch Office:
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Media Dept.: Maybelle Lucas, *dir.*; Donald Kraft, *ass't treas.*

C. H. Hood & Co., Inc.

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Hood, Light & Geise, Inc.

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Van B. Hooper Co.

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Hopkins Agency

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Hopkins, Patwell & Associates, div. of National Bakers Services, Inc.

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Media Dept.: Ruth Patwell, *dir.*

Schuyler Hopper Co.

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Hopson Advertising Agency

919 Commercial Trust Bldg., Philadelphia 2, Pa. Rittenhouse 6-5648. Howard G. Hopson, *o.*; Raymond S. Denby II, *v.p., prod. mgr.*; Davis B. Hopson, *a.e.*

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Media Dept.: Robert L. Hammond, *space b.*

Horton-Noyes Co.

Industrial Bank Bldg., Providence 3, R. I. Frederick C. Noyes, *p., chg. bus. mngt. & a.e.*; C. Darrell Prutzman, *p., chg. plns. & creat. standards & a.e.*; Carroll H. Rickard, *p., rsrch. & a.e.*; L. P. Cottman, *grp. cpy. hd.*; R. A. Burns, *grp. cpy. hd.*; Henry C. Hart Jr., *tv-rad. dir.*; D. S. Bailey, *prod. mgr.*; Frank Hoctor, *art dir.*; William J. Gardner, *assoc. art dir. A. e.'s:* H. W. Gerlach, Wm. P. Meigs Jr., Gerald G. King, Edward C. Sampers, Albert E. Van Wagner, Wallace Campbell III, Theodore F. Goodchild, R. M. Compton, W. N. Simonds. *Assoc. members:* H. W. Gerlach, Wm. P. Meigs Jr., A. E. Van Wagner.

Media Dept.: Carroll H. Rickard, *dir.*; T. R. Eilenberg, *b.*

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Houck & Co. of Florida, Inc.

See Bishopric-Green & Associates, Inc.

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Media Dept.: Mrs. Lydia M. *Tripp, tv & rad. dir.*; Helen Freiheit, *b. print.*; Arthur E. House, Wayne R. Leland, *execs. in chg.*

House of J. Hayden Twiss

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Media Dept.: Harold H. Dobberteen, *dir. Assoc. dirs.:* Robert H. Boulware, John T. Dunford, John J. Ennis, Desmond C. O'-Neill.

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214 W. 42nd St., N. Y. 36. Longacre 3-1792. Howard L. Kramer, *pres.*; S. Kramer, *v.p.*; Leo Lawrence, *art dir.*

E. T. Howard Co., Inc.

40 E. 49th St., N. Y. Plaza 3-8720. Dewey Pinsker, *pres.*; Arthur L. Lippmann, *v.p.*; Alfred Lippmann, *v.p.*; Gerald Lesser, *v.p.*; Arthur L. Lippmann, *rsrch. dir.*

Media Dept.: Peter Hahn, *b.*

Edward Howard & Co.

Union Commerce Bldg., Cleveland 14, Ohio. Main 1-7640. Edward Howard III, *p.*; James Howard, *p.*; Helm Spink, *prod. mgr.*; Alex Cook, Fred A. Walker, *a.e.'s.*

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Media Dept.: J. T. Howard, Michael J. Silver.

Lloyd S. Howard Associates, Inc.

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Media Dept.: Mrs. Betty Golub, *b.*

Howard, Mintz & Venet

22 Smith St., Irvington, N. J. Essex 4-6300. Zal Venet, *pres. & a.e.*; M. Mintz, *v.p. & a.e.*; T. Howard, *sec.-treas. & a.e.*; Jules Rossi, *art dir.*; Miss Leslie Wiener, *cpy. chf.*; Arthur Streger, *a.e.*

Howard Wesson Co.

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Howe Advertising

14617 Caldwell Ave., Cleveland 11, Ohio. Wi 1-8754. Arthur J. Howe, *o.*

Howell Advertising Agency

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v.p. & a.e.; Geo. R. Clapp, *ass't v.p. & a.e.;* Lucille K. Kennedy, *sec. & a.e.;* Kenneth E. Robinson, *prod. mgr. & a.e.;* B. L. Melens, *art dir.;* Irving T. Runey, *a.e.*

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Media Dept.: Virginia A. Stover, *superv. & dir.*

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Media Dept.: C. B. Donovan, *v.p.;* Mary Kilgallen, *space b.;* D. H. Humm, *tb.*
Branch Offices:
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Chamber of Commerce Bldg., Miami 32, Fla. 82-2165. John R. McAtee, *v.p. & mgr.*

Art Hubbard Advertising Service
1821 Clover Lane, Ft. Worth 7, Tex. Pe 1797. A. E. Hubbard, *mng. dir.;* Leone K. Hubbard, *sec.*

Hubbel Advertising Agency, Inc.
1900 Euclid Ave., Cleveland 15, Ohio. Cherry 1-0212. Frank Hubbell, *pres. & treas.;* Inez Wallace, *v.p. & rad. dir.*
Media Dept.: Frank Hubbell, *tb.;* V. D. Lidyard, *tb.*

F. B. Hubert Advertising Counsel
2832 E. Grand Blvd., Detroit 11, Mich. Trinity 5-6700, 5-6701. F. B. Hubert, *o. & a.e.;* C. F. Allyn, *art dir. & prod. mgr.;* Farron Stevens, *progm. & cpy. dir.;* M. W. Leontough, *acctnt.*
Media Dept.: F. B. Hubert, *dir.*

Hudson Advertising Agency
Gardner Hotel-East Entrance, Fargo, N. Dak. 6231. Grace Hudson, *o.*

Hudson Advertising Co.
92 Liberty St., N. Y. 6. Rector 2-0337. I. B. Murray, *pres.;* John G. Purdy, *v.p.;* Allan K. Murray, *sec.;* Louis Grudin, *art dir. A. e.'s:* James H. Driscoll, Della F. Johnson, Thomas J. Haggerty.
Media Dept.: Philip Hajjar, *space b.*

Raymond C. Hudson & Associates, Inc.
205 W. Wacker Dr., Chicago 6, Ill. Franklin 2-0952. Raymond C. Hudson, *pres.;* W. K. Dwyer, *cpy. chf.*

James W. Huff Advertising
1105 National Bldg., Dallas 1, Tex. Prospect 3139. James W. Huff, *pres.;* Mrs. Russell Smith, *sec. & cpy.*

Huffman Advertising Co.
8th & Olive Sts., Arcade Bldg., St. Louis 1, Mo. Central 1-7041-2. James V. Huffman, *o.;* Edna E. Suermann, *art dir.;* James B. Newcombe, *prod. mgr.;* Harold L. Zimmer, *tv & rad. dir.*
Media Dept.: Olga Skay, *dir.;* Harold L. Zimmer, *tb.*

Hughes-Philips Advertising Agency
73 Second St., Easton, Pa. (affiliated with John Philips Advertising Co., Bloomfield, N. J.). G. Hutton Hughes, *pres., dir. indus. div. & a.e.;* Virginia S. Hughes, *sec.-treas., dir. retail div. & a.e.;* J. P. Turner, *v.p.;* J. E. Hughes, *v.p. & a.e. A. e.'s:* A. Bowden, H. Smith, P. Booth, J. Hughes.

Huguenin Co., Inc.
162 Genesee St., Auburn, N. Y. 3-3742. Theda M. Huguenin, *pres.;* Cory Snow, *v.p.*

Humbert & Jones, Inc.
114 E. 32nd St., N. Y. 16. Murray Hill 5-7897. Ralph C. Jones, *pres.;* Kingsley E. Humbert, *v.p.;* Walter West, *art dir.;* Lyn Gold, *prod. mgr.;* Norman Snedeker, *a.e.;* Vincent Emanuel, *a.e.*
Media Dept.: Helen Deutsch, *b.*

Christy Humburg Advertising Agency
742a N. Forest, Webster Groves 19, Mo. Woodland 1-3707. C. C. Humburg, *o.*

E. Ross Humphrey & Associates
165 E. Erie, Chicago 11, Ill. Whitehall 4-6718. E. Humphrey, *o.;* Carl Bergren, *art dir.;* Emmet Mellenthin, *tv & rad. dir. A. e.'s:* Al Kaplinski, A. R. Jameson.
Media Dept.: Vera Kaplinski, *space b. & tb.*
Branch Offices:
Washington & New York.

H. B. Humphrey, Alley & Richards, Inc.
370 Lexington Ave., N. Y. 17. Lexington 2-3020. Charles A. Holcomb, *exec. pres.;* Deane H. Uptegrove, *exec. v.p. & creat. dir.;* Harry M. Billerbeck, *v.p. & sec. V.p.'s & a.e.'s:* Milton Towne, Harold O. Nadler, A. W. Sage; R. H. Talmadge, *a.e.;* H. G. Miller, *art dir.;* Paul Field, *cpy. dir.;* John B. Snyder, *prod. mgr.;* W. Shahbaz, *prod.;* Ransome Dunnell, *tv & rad. dir.*
Media Dept.: Harry M. Billerbeck, *dir.;* Elaine Akst, *b.*
Branch Offices:
Statler Bldg., Boston 16, Mass. Richard S. Humphrey, *chmn bd.;* Carroll L. Cheverie, *treas. V.p.'s & a.e.'s:* Joseph T. Coenen, Herbert T. Hand Jr., John H. McCullough; E. L. Donley, *prod. mgr.;* Paul P. Cavanagh, *v.p. & art dir.;* William L. Caffrey, Horace B. Gray, *art dirs. A .e.'s:* Richard C. Clark, Damon Carter, Robert G. Dawson.
Media Dept.: E. Gerald Gray, *dir.;* Mary R. Pengilly, *b.*

Humphrey, Prentke & Associates, Inc.
11406 Euclid Ave., Cleveland 6, Ohio. Randolph 1-4582. Herbert E. Prentke, *pres.;* C. F. McConnell, *v.p.*
Media Dept.: Herbert E. Prentke, *dir.*

John F. Hunt Advertising Agency
Mechanicsburg, Ohio. 4-2471. John F. Hunt, *propr.*

Hunter Advertising Service
3103½ N. Meridian St., Indianapolis 8, Ind. Walnut 4-2774. Jack A. Hunter, *o.*

Ed M. Hunter & Co.
First National Bank Bldg., Denver 2, Colo. Tabor 5-8253. Leonard E. Ekberg, *pres. & a.e.;* Ed. M. Hunter Jr., *v.p. & a.e.;* Norman Harrison, *sec.-treas.;* Torsten Furumo, *art dir.;* Walter De Grofft, *cpy. chf. & a.e.*

Hurley Advertising Co.
213-215 Securities Bldg., Des Moines 9, Iowa. 4-6289. John S. Hurley, *pres.;* John E. Hurley, *v.p.;* M. H. Hurley, *sec.;* Elmer Davis, *art dir. & prod. mgr.;* J. Greendahl, *rad. dir.*

Edwin C. Huster Co., Inc.
318 Winona St., N.E., Knoxville, Tenn. 5-1185. Edwin C. Huster, *pres., treas. & a.e.;* Jack Kress, *sec., ass't treas. & a.e.;* Joseph P. Johnson, *art dir.;* Patricia McCamy, *cpy. chf.*

Hutchins Advertising Co., Inc.
42 E. Ave., Rochester 4, N. Y. Hamilton 1160. F. Irving Hutchins, Frank A. Hutchins, *dirs.;* Frank M. Hutchins, *pres.;* William F. Lacey, John P. McCarthy, Homer C. Scheck, *v.p.'s;* Ben J. Peters, *art dir.;* M. J. Leary, D. A. Meritt, *prod. mgrs.; A. e.'s:* Frank M. Hutchins, William F. Lacey, John P. McCarthy, Margaret B. Nugent, Homer C. Scheck, Margaret H. Carl, Elizabeth M. Eggleton, William G. Wygant, Stuart J. Rice Jr., William D. O'Toole, Bob A. Wolf, A. Russell Tomkinson. *Ass't a.e.'s:* Ray M. Small, James L. Gould, John T. Doud.
Branch Offices:
3701 N. Broad St., Philadelphia 40, Pa. John R. Maxwell, *sr. v.p.;* William H. Maxwell, *v.p.;* Walter Stocklin, *v.p.-mdsg.;* Frank McQuillen, *prod. mgr.*
Media Dept.: Joseph Harris, *dir.*
18 W. 46th St., N. Y. 19. Plaza 7-8526. H. Pierson Mapes, *v.p.;* James B. Burton, *v.p.*

Charles F. Hutchinson, Inc.
115 Newbury St., Boston 16, Mass. Charles F. Hutchinson, *pres. & treas.;* Helen C. Horrigan, *prod. mgr.;* Mildred W. Carlson, *a.e.*
Media Dept.: Helen C. Horrigan, *dir.*

Hutzler & Long, Inc.
371 W. First St., Dayton 1, Ohio. Michigan 8337. H. H. Hutzler.

I. F. I. Advertising Agency
606 Lonsdale Bldg., Duluth 2, Minn. Ra 7-1549. Arnold Fochs, *pres.;* Douglas Berg,

cpy. chf.; Howle Silverton, *art dir.*
Media Dept.: Phil Stangl, Ellen Hogue, *space bs.*

Idaho Advertising Agency
715 Grove St., Boise, Idaho. 2-7671. Edwin F. Casebeer, *p.;* Robert A. Hankey, *p.;* Bette Joy, *sec.*

Ideas Advertising
8 E. 61st St., N. Y. 21. Templeton 8-7280. A. H. Harris, *a.e.*
Media Dept.: A. H. Harris, *dir. & tb.*

Illinois, Simonds & Simonds Inc.
520 N. Michigan Ave., Chicago 11, Ill. Michigan 2-3360. Phil W. Tobias Jr., *pres. & a.e.;* Stephanie Seeder, *sec.-treas.;* Edward Zubbrick, *art dir.;* Sheldon Wasserman, *prod. mgr. & a.e.;* Harry O'Neill, *a.e.*
Media Dept.: Stephanie Seeder, *dir.*

Imperial Advertising
223 S. Victory Blvd., Burbank, Calif. Victoria 9-3359. Ed. Rainey, *cpy. chf., pub. dir. & a.e.;* V. A. Rainey, *prod. mgr.;* Arlene Risenbise, *art dir.;* D. Moore, *a.e.*

Ingalls-Miniter Co.
137 Newbury St., Boston 16, Mass. Commonwealth 6-5767. Arthur W. Ingalls, *pres.;* J. Raymond Miniter, *exec. v.p.;* Glen C. Livezey, *ass't to pres.;* William J. Haughey, *v.p. & gen. mgr.;* Fred M. Ford, *v.p.*

Interstate Advertising Co.
1935 Euclid Ave., Cleveland 15, Ohio.

Howard M. Irwin & Associates
2806 W. 7th St., Los Angeles 5, Calif. Dunkirk 8-1219.

Iversen-Ford Associates
175 Fifth Ave., N. Y. 10. Gramercy 7-3006. A. A. Iversen, *p.;* C. B. Ford, *p.;* E. R. Lincoln, *sec. & traff.;* H. Shields, *art dir.;* N. Battye, *ass't tv & rad.*

Ivey Advertising Co.
1500 Walnut St., Philadelphia 2, Pa. Kingsley 6-4188. Neal D. Ivey Jr., *o.*

Haddon Wood Ivins Advertising
56 Earl St., Newark 5, N. J. Bigelow 2-7500. Haddon Wood Ivins, *pres.*

Jaap-Orr Co.
American Bldg., Cincinnati 2, Ohio. Cherry 1-2228. *A. e.'s:* L. P. Orr, H. C. Jaap, L. P. Orr Jr.

Harry Jacknick & Co.
299 Madison Ave., N. Y. 17. Murray Hill 7-7787. Harry J. Jacknick, *pres.;* C. Moulton, *art dir.*
Media Dept.: D. Elsinger, *b.*

Jackson, Haerr, Peterson & Hall, Inc.
Jefferson Bldg., Peoria, Ill. 6-8758. Graham Jackson, *pres., tv dir. & a.e.;* Raymond Peterson, *v.p., treas. & a.e.;* Alvin R. Haerr, *exec. v.p., sec. & a.e.;* Richard A. Hall, *v.p. & a.e.;* J. Philip Harney, *v.p. & a.e.;* Eugene McDaniels, *art & prod. mgr.;* Edward J. Klein, *cpy. & rad. dir.;* Marilyn Clark, *rsrch. dir. A. e.'s:* Lynn Bicket, Sherman Peterson.
Branch Offices:
302 Adams, Jefferson City, Mo. Richard A. Hall, *v.p. & gen. mgr.;* Lynn Bickett, *a.e.*
1108 Nicollet, Minneapolis, Minn. Federal 3-5539. Sherman E. Peterson, *mgr.;* Russ Nordstrom, *art dir.;* Reynold Malmer, *cpy. dir.;* Florence Y. Brown, *off. mgr.*

Harold W. Jackson Advertising
7338 Woodward Ave., Detroit 2, Mich. Tr 1-4461-6. Harold W. Jackson, *pres. & treas.;* Burl Kirk, *art dir.;* Richard Bradley, *prod. mgr.*

Jackson & Hedrick, Inc.
62 Worth St., N. Y. 13. Worth 4-7005. Paul H. Hedrick, *pres.;* Donald S. Johnson, *art dir.;* B. J. Bradbury, *prod. mgr.*

Frank C. Jacobi Advertising
53 W. Jackson Blvd., Chicago 4, Ill. Wabash 2-0083. Frank C. Jacobi, *o. & a.e.;* A. Sawyer, *sec.;* Frank Hubacek, *art dir.;* R. K. Jorgensen, *prod. mgr.* W. A. Stoneberg Jr., *cpy. chf. & a.e. A. e.'s:* Orr Cihlar, Alfred Hutchinson.
Media Dept.: W. A. Stoneberg Jr., *dir. & space b.*

Wilfred A. Jacobi, Advertising
111 S. 21st St., Philadelphia 3, Pa. Rittenhouse 6-6558.

Harold A. Jacobs Co.
515 Madison Ave., N. Y. 22. Murray Hill 8-1646. Harold A. Jacobs, *o., art & cpy. dir.;* Rose Mary Naborney, *tb. print;* Irwin N. Rose, *pub. rels. dir.;* Arnold Ward, *sls. prom.*

Jacobs, Dillard Agency
1559 Peachtree St., N.E., Atlanta 9, Ga. Tr 4-7991. J. F. Jacobs, *prop. & a.e.;* P. W. Smith, *cpy. & a.e.*
Media Dept.: P. W. Smith, *space b. & tb.*

Joseph Jacobs Organization, Inc.
342 Madison Ave., N. Y. 17. Murray Hill 7-6234. Joseph Jacobs, *pres., treas.;* Richard A. Jacobs, *v.p.;* Martin Harris, *prod. mgr.;* John Winters, *cpy. chf.;* Howard D. Rothman, *off. dir.*
Media Dept.: Richard A. Jacobs, *dir.;* Joseph Jacobs, *tb.*

Lester L. Jacobs, Inc.
549 W. Randolph St., Chicago 6, Ill. Central 6-8745. Lester L. Jacobs, *pres., treas. & a.e.;* Robert L. Finch Jr., *v.p., sec. & a.e.*

M. J. Jacobs, Inc.
303 W. 42nd St., N. Y. 36. Columbus 5-4219-20, 4786. Max J. Jacobs, *pres. & a.e.;* Jean Leventhal, *v.p.;* Fred Isler, art *dir. & prod. mgr.;* Lou Green, *cpy. chf. & a.e.;* Nort Wyner, *a.e.*
Media Dept.: Max J. Jacobs, *dir.*

Tevie Jacobs, Advertising Agency
704 Morris Plan Bldg., Indianapolis 4, Ind. Melrose 6-9189. Tevie Jacobs, *pres.;* Avis C. Davis, *prod. mgr.;* Frances R. Luvey, *cpy. chf. & tv dir.;* Phillipa K. Wyatt, *v.p. & a.e.*

Jacobson & Tonne Advertising
5710 W. Lawrence Ave., Chicago 30, Ill. AV 3-2377. Russell L. Jacobson, *o.;* Christopher Tonne, *a.e.*

Jaffe-Naughton-Rich
1104 Currie Ave., Minneapolis 3, Minn. Fe 2-5465. Alvin Jaffe, *p. & a.e.;* Robert W. Naughton, *prod. mgr. & a.e.;* D. Rich, *p. & a.e.*
Media Dept.: Sydney D. Rich, *tv & rad. dir.;* Olga J. Murphy, *tv & rad. b.*

Jaman Advertising, Inc.
173 Lafayette St., N. Y. 13. Worth 4-2162-3. Jack Cohen, *pres.;* Max Cohen, *v.p. & sec.;* Emanuel Weiss, *art dir. & prod. mgr.*

Jamian Advertising & Publicity, Inc.
16 W. 46th St., N. Y. 36. Ci 5-9300. David H. Mann, *pres.;* J. Jackness, *v.p.;* Melvin D. Sweet, *sec.-treas.;* Ida Nelson, *art dir.;* Stanley Condal, *prod. mgr.;* Jack Goldstone, *cpy. chf.; Jack Squier,* Edwin Wyckoff, *a.e.'s.*
Media Dept.: Estelle Silverman, *dir.*

Charles Jann
51 Chambers St., N. Y. 7. Barclay 7-1354.

Jaqua Co.
101-111 Garden St., S.E., Grand Rapids 2, Mich. Ch 1-4416. C. A. Jaqua, *chmn bd.;* Robert E. Jaqua, *pres.;* W. A. Peterson, *v.p. & creat. dir.;* Lawrence A. Merchant, *v.p.;* V. C. Stanley Jr., *v.p. & a.e.;* N. D. Whalen, *v.p. & a.e.;* Henry C. Kuipers, *sec.-treas.;* Dorothy E. Jaqua, *art dir.;* George A. Werp, *v.p. & mgr.;* Donald E. Behrens, *v.p. & a.e. A. e.'s:* Gustav D. Richter, Zane Hollingsworth, H. E. Hall, Lynn Bradshaw.

Jarman & Skaggs Advertising Agency
1470 S. Main St., Salt Lake City 5, Utah. In 7-5497. Bill A. Skaggs, *o. & publ. dir.;* Grant Hulet, *art dir.;* Rosalie Morris, *prod. mgr.;* Edna Pedersen, *rsrch. dir.;* Wesley F. Hall, *tv & rad. dir.*

Jarrett Advertising Agency, Inc.
254 Fifth Ave., N. Y. 1. Murray Hill 5-1560. S. M. Jarrett, *pres. & a.e.;* E. Tobias, *sec.-treas.;* Hal Berry, *art dir.;* R. Uunger, *prod. mgr. & a.e.;* Robert Miller, Lou Parlato, *a.e.'s.*
Media Dept.: Mary Ellison, *dir. & space b.*
Branch Office:
235 Lincoln Rd., Miami Beach, Fla. 58-6661. Lou Lipman, *mgr.*

William E. Jary Co.
1115 W. 5th St., Ft. Worth 1, Tex. Ed 5-9324. William E. Jary Jr., *pres.;* Mabel Neely, *off. mgr.;* Boyd O'Brien, *sec.-treas.;* Jack Mitchell, *art dir.;* Mary Ruth Googins, *tv & rad.*

Jaster & Cherry
617 E. Grand Ave., Beloit, Wis. College 4544. Duane Skutley, *art dir.;* Jack Jaster, *prod. mgr.;* Martin Cherry, *cpy. chf. & a.e.*
Media Dept.: Jack Jaster, *dir.*

Charles Jay Co., Inc.
331 Madison Ave., N. Y. 17. Murray Hill 7-5757. Charles Jay, *pres.;* Adelaide Gundling, *v.p.;* Earl Martin, *art dir.;* R. Robert,

prod. mgr.; Esther W. Greenberg, *cpy. chf.*
Media Dept.: Adelaide Gundling, *b.*

Jayme Organization, Inc.
3091 Mayfield Rd., Cleveland Heights 18, Ohio. Fairmount 1-4414. John E. Jayme Jr., *pres. & treas.;* Edward Young, *exec. v.p.;* George N. Havens, *v.p.;* G. E. Craine, *sec. & ass't treas.;* H. Rudyk, *ass't sec.;* Robert F. Sapp, *art dir.*

Jefferson Advertising Agency, Inc.
316 Exchange Bldg., La Crosse, Wis. 2-4931. Wm. H. Jefferson, *pres., treas. & a.e.;* Ted R. Jefferson, *v.p. & sec.;* William D. Cotter, *art dir.;* L. Jefferson, *publ. dir.*

Ray C. Jenkins Advertising Agency, Inc.
1240 Builders Exchange, Minneapolis 2, Minn. Federal 2-4421. Ray C. Jenkins, *pres. & treas.;* Adele D. Jenkins, *sec.;* Richard Siegel, *v.p.;* Gordon C. Anderson, *v.p., dir. m. & markt. rsrch.;* Darwin V. Frye, *v.p.;* Eben M. Grundy, *v.p. & food dir.;* Donald W. Ittner, *v.p. & pub. rels. dir.;* Alfred R. Schendel, *v.p. & art dir.;* Rodney W. Long, Ordell Jacobson, *artists;* Norris O. Johnson, *prod. mgr.;* Neil Seabury, *cpy. chf.;* Mary F. Kading, *off. mgr.;* Dorothy Hanson, *libr.;* Walter Ahrens, *traffic.*

William Jenkins Advertising, Inc.
112 S. 16th St., Philadelphia 2, Pa. Locust 7-1309. William Jenkins, *pres. & a.e.;* James P. Dwyer, *v.p., rad. dir. & a.e.;* Robert M. Dillett, *sec., treas., cpy. chf. & a.e.;* William B. Devine, *dir. plns. & a.e.;* Jules Scalella, *prod. mgr., art dir. & a.e.;* Thomas R. Birch, *publ. dir.;* Wm. F. Grant, *rsrch. dir.;* Bruce B. Woodhouse, *a.e.*
Media Dept.: C. K. Russell, *space b.*

Jennings & Thompson Advertising, Inc.
3424 N. Central Ave., Phoenix, Ariz. Crestwood 4-5466. Duncan Jennings, *pres.;* Jack M. Thompson, *v.p.*

Jepson-Murray Advertising
309 Seymour Ave., Lansing, Mich. Ivanhoe 4-8115. Kim Jepson, *p.;* Ira Murray, *p.;* G. K. Leckie, *a.e.;* Charles Tower *a.e. (all of above specify m. selection).*

Jessop Advertising Co., Inc.
85 W. State St., Akron 8, Ohio. Franklin 6-2169. C. A. Jessop, *pres.;* L. R. Jessop, *treas.;* R. D. Moss, *sec.;* R. Gilbert, *tv & rad. dir.*
Media Dept.: G. J. Cobak, *tb.;* A. R. Conte, *dir.*

Jett Advertising Agency
6000 Sunset Blvd., Hollywood 28, Calif. Hollywood 2-6635. John A. Ettlinger, *gen. mgr.;* Hal Davis, *tv & rad. dir.;* Charlie Gordon, *cpy.*

Jewell Advertising Agency
1615 Broadway, Oakland, Calif. Ralph M. Jewell, *o. & a.e.;* Robert A. Baumgaertner, *v.p., cpy. chf. & a.e.;* Marjorie Dolbear, *sec. & treas.;* Robert Shelton, *art dir. & prod. mgr.;* Frederick Volz, *tv-rad. dir. & a.e.*
Media Dept.: Constance Micelli, *dir. & space b.;* Frederick Volz, *tb.*

Jewish Publicity Service
130 W. 42nd St., N. Y. 36. Wisconsin 7-6151.

C. M. Johnson & Associates, Inc.
Bethpage, N. Y. Wells 8-4600. Corydon M. Johnson, *pres.;* Michael J. Beecher, *v.p.* George R. Depew, *v.p.*
Media Dept.: Gordon V. Webster, *dir. & b.*

Charles P. Johnson Co.
625 Market St., San Francisco 5, Calif. Douglas 2-2438. Charles P. Johnson, *o. & cpy. chf.;* Fred M. Parke, *gen. mgr.;* Bert Johnck, *traff. mgr.;* John Feeley, *art dir.;* Millard H. Richards, *rsrch. dir. A. e.'s:* Daniel H. Lewis, Haiden Ritchie, Jack Little, Malcolm Dewees.
Media Dept.: Janet Lindsay, *dir. & tb.*

Johnson-Holliday Advertising
112 Main St., La Crosse, Wis. Miles P. Johnson, *o. & mgr.*

Hubert F. Johnson Advertising
611 Huntington Ave., Plainfield, N. J. Plainfield 6-4939. Mrs. Hubert F. Johnson, *pres. & a.e.;* Donald P. Johnson, *art dir.;* Ann J. Brutzman, *a.e.*

Johnson & Johnson Advertising
1236 Sherman Ave., Evanston, Ill. University 4-8855. Paul V. Johnson, *a.e.;* Victor Havel, *art dir. & a.e.;* Tyleston Minor, *prod. mgr.*

Johnson, Read & Co., Inc.
53 W. Jackson Blvd., Chicago 4, Ill. Wabash 2-7071-2. M. B. Sutherby, *pres., treas. & cpy. chf.;* E. S. Johnson, *v.p. & ass't treas.;* W. J. Cooley, *sec.*

Voyle Clark Johnson Advertising
30 N. LaSalle St., Chicago 2, Ill. State 2-8560.

Frank B. Johnston Advertising, Inc.
117 Liberty St., N. Y. 6. Barclay 7-3337. F. B. Johnston, *pres. & a.e.;* M. W. Edson.

Johnstone Advertising & Sales Service
80 Main St., West Rochester, N. Y. Baker 3445. Fred W. Clements, *pres. & b.*

Johnstone, Inc.
9 Rockefeller Pl., N. Y. 20. Plaza 7-8060. Muriel E. Johnstone, *pres. & treas.;* Rosamond Gilmartin, *exec. v.p.;* A. Ross Gerson, *sec. & prod. mgr.;* Marion Porter, *cpy. chf.;* Bernice Wild, *art dir.*
Media Dept.: Judith Fields, *dir.*

Myron Jonas Co.
154 Nassau St., N. Y. 7. Beekman 3-9237-8. Myron Jonas, *pres.;* Margaret Jonas, *v.p.;* Don C. Kaufmann, *art dir.;* Paul Morris, *cpy. chf.*

Jones & Brakeley, Inc.
150 Nassau St., N. Y. 38. Beekman 3-1912. John Price Jones, *chmn bd.;* Henry T. Rockwell, *pres.*
Media Dept.: Marie C. Power, *b.*

Jones & Hanger, Inc.
612 W. 47th St., Kansas City 12, Mo. Je 1-2365. M. Frank Jones, *pres. & a.e.;* R. C. Hanger, *v.p., treas. & a.e.;* Ilus W. Davis, *sec. (not active);* John W. Dick Peddie, *art dir. & a.e.;* David M. Lorenz, *a.e.*
Media Dept.: Shirley Swanson, *space b. & tb.*

Jones & Jones Advertising Agency
717 Leonhardt Bldg., Oklahoma City 2, Okla. Fo 5-9364. Henry C. Jones, *o.;* L. M. Jones, *sec.*
Media Dept.: Henry C. Jones, *b.*

Ralph H. Jones Co.
3100 Carew Tower, Cincinnati 2, Ohio. Garfield 1-2300. C. M. Robertson Jr., *pres. & treas.;* Stanley A. Willer, *exec. v.p.;* James M. Nelson, *sr. v.p.;* Elmer A. Vehr, *sec.;* William A. Powers, *v.p.;* John F. Healy, *v.p.;* George D. Hastings, *rsrch. dir.;* Ann Smith, *dir. tv & rad. dept.;* William Frietsch Jr., *analyst.*
Media Dept.: Maurice E. Oshry, *space b.;* Eula Reggin, *tb.;* Betty Derie, *tb.;* Evelyn Rauch, *tb.*
Branch Office:
580 Fifth Ave., N. Y. 36. Plaza 7-4600. William A. Powers, *v.p.*
Media Dept.: Mary B. Meek, *dir.*

Jones & Taylor & Associates
409 National Bank Bldg., South Bend 1, Ind. Central 3-3171. Ralph E. Jones, *pres.;* James W. Taylor Jr., *v.p. & treas.;* F. E. Buckler, *prod. mgr.;* Roy F. Thompson, *art dir. A. e.'s:* Lyman C. Taylor, C. G. Hohman, John J. Philip, Allan Tremper, Art Eastman Jr., John Conde.

Frank W. Jordan Agency
114 Newport St., Arlington 74, Mass. Mission 3-0130. Frank W. Jordan, *pres., treas. & a.e.;* Virginia Leahy, *cpy. chf. & clk.;* Newell G. Keyes, *art dir.;* Robert C. MacCartney, *prod. mgr.;* Frank J. Zoda, *a.e.*

Jordan-Sieber & Associates, Inc.
108 N. State St., Chicago 2, Ill. De 2-1817. Paul E. Sieber, *chmn & art dir.;* Charles R. Jordan, *pres. & a.e.;* Frank J. Corbett, *v.p. & a.e.;* Thomas N. Parks, *sec.-treas.;* Clarence O'Hara, *prod. mgr.;* Alfred M. Swift, *cpy. chf.;* H. F. Bauman, *rsrch. dir.;* Walter Thiele, *libr.;* A. O. Davies, *serv. mgr.;* J. McIntyre, *a.e.*
Media Dept.: Carol Siss, *dir.*

Richard Jorgensen Advertising
1425 Park Ave., San Jose 26, Calif. Cy 5-7825. Richard Jorgensen, *o.*

Josephson, Gulick & Cuffari
427 Bloomfield Ave., Montclair, N. J. Pilgrim 6-8080. Paul R. Josephson, *pres. & a.e.;* Thomas P. Cuffari, *v.p. & a.e.;* Donald Canter, *art dir.;* Peter Cook, *prod. mgr.;* Ezra Pincus, *cpy. chf.*
Media Dept.: F. M. Lombard, *dir.;* E. Tauber, *space b.*

Robert A. Joyce Co., Inc.
2151 Market St., Youngstown 7, Ohio. Sterling 8-4004. Robert A. Joyce, *pres., treas., cpy. chf. & a.e.;* Alyce Joyce, *exec. v.p.;*

John M. Welker, *sec.;* Dennis Erhart, *prod. mgr. & a.e.;* Ruby Kelly, *libr.*

Judd Advertising Co.

317 N. 11th St., St. Louis 1, Mo. Chestnut 1-5888-9. Sam P. Judd, *o.;* Joan Klutho, *art dir.;* S. Terrill Judd, *gen. mgr.;* Elizabeth Tarpley, *cpy.;* Bill McDade, *a.e.;* Dorothy Luebbert, *rsrch. dir.*

Arthur A. Judson, Inc.

19 W. 44th St., N. Y. 36. Oxford 7-0774. Arthur A. Judson, *pres.;* Oscar Harris, *art dir.*

Juhl Advertising Agency

529 S. 2nd St., Elkhart, Ind. I. R. Juhl, *pres. & a.e.;* Hal Bessmer, *art dir.;* Faye Churchill, *prod. mgr.;* D. J. Drummond, *gen. mgr. & a.e.;* Bob Boger, *a.e.*

Media (& Copy) Dept.: Jack Fay, *dir.*

June & Co.

New Center Bldg., Detroit 2, Mich. Robert June, *pres.;* Robert June II, *v.p.;* J. D. June, *v.p.;* Mrs. Terry Di Filippo, *sec.;* E. D. June, *treas.*

Media Dept.: Mrs. Terry Di Filippo, *space b.*

C. B. Juneau, Inc.

8447 Wilshire Blvd., Beverly Hills, Calif. Olive 3-1770. Raymond B. Gage, *pres.;* Anona D. Hansen, *sec.*

Media Dept.: Ted Baillie, *dir. tv.*

Mort Junger Advertising

511 Fifth Ave., N. Y. 17. Murray Hill 2-6750. Mort Junger, *o.*

Ross Jurney & Associates

178 Social Hall Ave., Salt Lake City, Utah. Ross Jurney, *p.;* A. H. Garrigues, *p.;* William J. Brennan, *cpy. chf.;* Nels Lindorff, *prod. mgr.;* Gustav Heine, *off. mgr.;* Siegfried Widmar, *artist.*

Media Dept.: Rod C. Parkin, *tb.*

George N. Kahn Co., Inc.

350 Fifth Ave., N. Y. 1. Bryant 9-6950. George N. Kahn, *pres. & sec.;* Florence Kahn, *v.p. & treas.;* Morris Tragerman, *art dir.;* Marion Ryan, *prod. mgr.;* Sidney Berman, *cpy. chf. A. e.'s:* Patrick O'Neill, Alan Saunders, Howard Suslow, Ted Blumberg, Felix Giovanetti.

Media Dept.: Arnold Bull, *dir. & space b.*

Robert Kahn & Associates

430 N. Michigan Ave., Chicago 11, Ill. Delaware 7-5480. Robert Kahn, *pres.;* James Newhall, *exec. v.p.;* Bernice Stone, *art dir. A. e.'s:* Julie Johnson, Audrey Nirdlinger.

Media Dept.: Robert Kahn, *space b.;* R. Kahn, *tb.*

Kal, Ehrlich & Merrick Advertising, Inc.

Star Bldg., Washington 4, D. C. Executive 3-3700. Norman C. Kal, *pres.;* Harry L. Merrick, *exec. v.p.;* Alvin Q. Ehrlich, *v.p. chg. tv-rad.;* Bernard Linkins, *sec.;* Robert H. Reinecke Jr., *art dir.;* Don Vogel, *cpy. chf.;* David Thomas, *tv & rad. dir.;* Anthony Gizzi, *prod. mgr.;* Bruce Bryan, *pub. rels. dir. A. e.'s:* Alexander L. Charles, William Roberts, William B. Mullett, Philip F. Berne, R. Edward Hotze, Joseph Weinstein, Fred Harris, Charles Smith.

Media Dept.: Harry Merrick Jr., *direct mail b.;* Nella Manes, *tb.*

Kamb, Meteyer Advertising

14 Franklin St., Rochester 4, N. Y. Baker 5881. Francis D. Kamb, *p. & a.e.;* Victor S. Meteyer, *p. & a.e.;* Roy Hetzler, *art & prod. mgr.;* Eleanor F. Playford, *cpy. chf.*

Media Dept.: Eleanor F. Playford, *space b.*

Kameny Associates

2 W. 45th St., N. Y. 36. Oxford 7-4840. Seymour Kameny, *p. & a.e.;* Nat Kameny, *p. & a.e.;* Al Miller, *art dir.;* Bernard Fabian, *prod. mgr.;* Julian Menken, *dir. arts & entertainment div. & a.e.;* Vernon Delston, *tv & rad. dir.;* Jack M. Janoff, *pub. rels. dir.;* Ruth Rose, *rsrch. dir.;* Louis Bornstein, *off. mgr.;* Ray Solomon, *a.e.*

Media Dept.: Ray Solomon, *dir.*

Kamin Advertising Co.

4610 S. Main St., Houston 2, Tex. Jackson 6-1181. Lester Kamin, *pres. & a.e.;* B. L. Blumberg, *exec. v.p., personnl. dir. & a.e.;* Murray Getz, *v.p., tv-rad. dir. & a.e.;* Irving L. Samuels, *compt.;* James Thomas, *publ. dir.;* Sally Garrison, *libr.;* William R. Stevenson, *art dir. & prod. mgr.;* Rita Sullivan, *a.e.*

Media Dept.: B. L. Blumberg, *dir., space b. & tb.;* Murray Getz, *talent b.*

Kammann-Mahan, Inc.

Enquirer Bldg., Cincinnati 2, Ohio. Cherry 0032. Frederick Kammann, *pres. & a.e.;* Ernestine Sicker, *v.p. & a.e.;* W. M. Kammann, *v.p. & a.e.;* T. J. Conlan, *sec.;* L. E. Kammann, *treas. & prod. mgr.;* Carl Carleton, *rad. dir.*

Media Dept.: Ernestine Sicker, *dir.*

William B. Kamp Co.

26 W. Orange St., Lancaster, Pa. 2-2167-8. William B. Kamp, *pres. & a.e.;* Frank W. Thomas, *art dir. & a.e.;* Adelma Schinzing, *traff. mgr.;* Jon W. Simpson, *v.p., cpy. chf., publ. dir. & a.e.*

Kane Advertising

321 N. Center St., Bloomington, Ill. 4-3251. Arthur P. Kane, *pres.;* Edmund R. Kane, *v.p. & a.e.;* Margi Lou Kane, *sec.;* Dolores Daly, *treas.;* Maynard Upton, *art dir.;* Dick Hancock, *prod. mgr. & a.e.;* Robert B. Armstrong, *rsrch. dir.;* Joe Coulten, *tv-rad. dir. & cpy. chf.;* Mary Sanvely, *libr. A. e.'s:* John Tully, John C. Hunt.

Media Dept.: Robert B. Armstrong, *dir., space b.;* Joe Coulten, *tb. & talent b.*

Charles S. Kane Co.

611 Locust St., Knoxville, Tenn. 3-6318. Charles S. Kane, *pres.;* C. D. Kane, *sec.-treas.;* Carl Sublett, *art dir.;* C. Elliott Kane, *prod. mgr.*

Media Dept.: Charles S. Kane, *b.*

Lawrence Kane, Inc.

171 Madison Ave., N. Y. 16. Murray Hill 5-7216. Lawrence Kane, *pres. & a.e.;* Thomas Neefus, *v.p., prod. mgr. & a.e.;* Rowena Pearl, *sec.;* Norman Brenner, *treas. & art dir.;* Alvin Gardner, *a.e.*

Kaplan Agency, Inc. (div. of Lewin, Williams & Saylor, Inc.)

130 E. 59th St., N. Y. 22. See Lewin, Williams & Saylor, Inc.

Arthur B. Kaplan Co.

33 E. 65th St., N. Y. 21. Regent 7-5150. Arthur B. Kaplan, *o.;* Leon Giaberman, *art dir.;* Robert Prowler, *prod. mgr.;* Robert Metz, *a.e.*

Kapps Co.

64 E. Lake St., Chicago 1, Ill. State 2-0460. Capico Kapps, *pres.;* Joseph Kapps, *sr. v.p.;* Albert Kapps, *rsrch. dir.*

John Karch Advertising Agency

280 Broadway, N. Y. 7. Barclay 7-1045. John Karch, *pres. & treas.;* Rudolph Karch, *v.p.;* C. Karch, *sec.;* Frank Canzonori, *art dir.;* Robert J. Karch, *prod. mgr.*

Media Dept.: John G. Karch, *rad. dir. & tb.;* C. Karch, *space b.*

Kardonne Advertising Agency

60 Branford Pl., Newark, N. J. Market 3-1257. Joseph Kardonne, *pres.*

Media Dept.: Joseph Kardonne, *tb. tv, print.*

Kastor, Farrell, Chesley & Clifford, Inc.

400 Madison Ave., N. Y. 17. Plaza 1-1400. H. Kastor Kahn, *chmn bd.;* Willoughby S. Chesley, *pres.;* C. E. J. Clifford, *exec. v.p.;* Jack B. Peters, *v.p.;* Lloyd G. Whitebrook, *v.p.*

Media Dept.: Jack B. Peters, *dir., tb. all;* Beryl Seidenberg, *tb ass't to dir.;* Roslyn Arnold, *tb. ass't to dir.*

H. W. Kastor & Sons Advertising Co.

75 E. Wacker Dr., Chicago 1, Ill. Central 6-5331. A. G. Kastor, *pres.;* Marvin Harms, *v.p. & gen mgr.;* Ashley Belbin, *v.p.;* Herman W. Kastor, *v.p.;* John T. Urice, *v.p.;* James H. West, *tv & rad. dir.*

Media Dept.: Harvey Mann, *dir.*

Kates Advertising

914 Orange St., Wilmington 1, Del. 5-4816, 5-6030. John E. Kates, *o., cpy. chf.;* Gary Mease, *prod. mgr.;* Elsie G. Kates, William Phillips, John E. Kates Jr., *a.e.'s.*

Media Dept.: John E. Kates, *space b.*

Benjamin Katz Agency

1820 Spruce St., Philadelphia 3, Pa. Kingsley 6-0803-4, 6-3810. Benjamin J. Katz, *pres. & a.e.;* Philip L. Winson, *prod. mgr. & a.e.;* William Becker, *publ. mgr.;* Rose Kibrick Katz, *rsrch. mgr.;* Leonard B. Stevens, *tv & rad. dir.;* S. Strassler, *a.e.*

Media Dept.: Alice M. Miller, *mgr.*

Joseph Katz Co.

10 W. Chase St., Baltimore 1, Md. Lexington 9-1500. Joseph Katz, *chmn bd.;* C. M. Harrison, *v.p. & treas.;* Frederick T. Wehr, *tv & rad. dir.*

Media Dept.: Jean Mitchell Bloch, *dir.*

Branch Office:
555 Fifth Ave., N. Y. 17. Murray Hill 7-0250. John T. McHugh, *pres.;* Robert G. Swan, *v.p. & tv & rad. dir.*

Media Dept.: Edward A. Fonte, *m. dir.*

AGENCIES

Kaufman Advertising Agency

252 Asylum St., Hartford 3, Conn. Ja 2-3265. Lester M. Kaufman, *pres.;* Leo Kaufman, *v.p.*

Henry J. Kaufman & Associates

1419 H St., N.W., Washington 5, D. C. District 7-7400. Henry J. Kaufman, *mng. dir.;* William F. Sigmund, *creat. dir. & a.e.;* Betty Darling Gwyer, *rsrch. dir.;* A. H. Edelson, *clnt. serv. dir.;* E. T. Hoover Jr., *art dir.;* T. D. Mandelstamm, *cpy. chf.;* Robert R. Denny, *pub. rels. dir.;* Bernard C. Schramm, *prod. dir.;* Jeffrey A. Abel, *rad. dir. & a.e. A. e.'s:* William F. Sigmund, Fred Pelzman, A. H. Edelson, T. D. Mandelstamm, Harry M. London; Robert S. Maurer, *tv dir.*

Media Dept.: Betty Darling Gwyer, *dir.*

Marx Kaufman Advertising

130 W. Hamilton St., Baltimore 1, Md. Marx S. Kaufman, *pres. & treas.;* Myron Subotnik, *v.p. & cpy. chf.;* Horace J. Elias, *sec., tv & rad. dir.*

Hans E Kaufmann & Co.

5205 Hollywood Blvd., Hollywood 27, Calif. Hollywood 3-3800. Hans Ellisen Kaufman, *pres. & a.e.;* Edgar W. Holyoke, *v.p. & a.e.;* Darya Annacarra, *sec.;* John Darhanian, *art dir.;* Jack O'Brien, *prod. mgr.;* Barbara Thomas, *cpy. chf. & a.e.*

Branch Office:
Hotel Biltmore, N. Y. Murray Hill 4-6790. Felix S. Towle, *mgr.*

J. Roland Kay, Inc.

230 E. Ohio St., Chicago 11, Ill. Superior 7-9434-5. J. Roland Kay, *chmn;* Charles R. Miller, *pres.;* E. B. Peterson, *v.p.;* C. R. Whitworth, *sec. Consultants:* Major General Ralph M. Immell, T. L. Briggs, W. J. Davis, Colonel Ossian L. Cook.

Kayton-Spiero Co., Inc.

489 Fifth Ave., N. Y. 17. Longacre 5-5090. Gerald B. Spiero, *pres.;* Mack Marcus, *art dir.;* Herman Jacobs, *prod. mgr. A. e.'s:* Alvin J. Kayton, Sanford K. Bain.

Raymond Keane Advertising Agency, Inc.

344 N. Rodeo Drive, Beverly Hills, Calif. Cr 4-5928, Br 2-1347. Raymond Keane, *pres.;* H. B. Kortz, *v.p.;* Ethel N. Keane, *sec., treas.;* Roderick van Uchelen, *art dir.;* M. E. Noble, *cpy. chf.;* Morey Sharp, *tv dir.;* Marilyn Zeck, *libr.*

Media Dept.: Raymond Keane, *space b.;* Ethel N. Keane, *tb.*

Winnifred H. Keay

315 E. 68th St., N. Y. 21. Regent 4-6436. Winnifred H. Keay, *o.*

Keck Advertising Agency, Inc.

135 N. Main St., Oconomowoc, Wis. Logan 7-4467-8. Pete Keck, *pres., treas. & a.e.;* William Keck, *v.p.;* Catherine Ann Keck, *sec.;* John Manson, *art dir. & prod. mgr.;* Jack Schutz, *cpy. chf.;* Ken Chandler, *a.e.*

Keegan Advertising Agency

303 Title Guarantee Bldg., Birmingham 3, Ala. 54-2417. Forbes McKay, *o.;* Louella S. McKay, *sec.-treas. & libr.;* Anthony Gallo, *art dir. & prod. mgr.*

Media Dept.: Forbes McKay, *dir., b.*

Lee Keeler, Inc.

Fox Theatre Bldg., Philadelphia 3, Pa. Rittenhouse 6-3753. LeRoy H. Keeler Jr., *pres. & a.e.;* John D. Lohmeyer, *v.p. & a.e.;* LeRoy H. Keeler Sr., *v.p.;* Daniel N. Tomkins, *sec.;* Fred A. Keeler, *treas.;* Robert R. W. Hibbs, *art dir. & a.e.*

Keeling & Co., Inc.

1028 Chamber of Commerce Bldg., Indianapolis, Ind. Melrose 5-5434. Hal R. Keeling, *pres.;* William M. Hutchison, *exec. v.p.;* Robert A. MacGil, *v.p. & gen. mgr. V.p.'s & a.e.'s:* Raymond G. Sweeney, Mobrey P. Jenkins, Victor G. Varmo, Grant W. Christian, *v.p. & art dir.;* Ruth H. Keeling, *treas.;* Lenore R. Martin, *sec.*

Media Dept.: Mary C. Dill, *mgr. & b.*

Keelor & Stites Co.

3001 Carew Tower, Cincinnati, Ohio. Parkway 1-1310. Philip R. Hume, *chmn bd.;* John T. Nolan Jr., *pres.;* Arthur Radkey, *v.p. tv & rad. dir.;* Hayes J. Darby, *sec.*

J. L. Keenan Advertising Agency

550 E. Main St., Rochester 4, N. Y. Hamilton 3771. Edward J. Keenan, *pres.;* Gene J. Bissell, *prod. mgr.*

Media Dept.: H. Herbert Yates, *space b.*

Keene & Keene Advertising

931 Republic Bldg., Seattle 1, Wash. Seneca 3090. Robert A. Keene, *p.;* John E. Keene, *p.*

Keilson Co.

117 W. 46th St., N. Y. 36. Judson 2-1797. Meyer Keilson, *pres.;* P. Keilson, *sec.-treas.;* Joel Robinson, *art dir.;* Janet Sternberg, *scripts & commls.;* Phyllis Pion, *prod. mgr.*

Media Dept.: J. F. Keilson, *space b.*

Keller-Crescent Co.

22-26 Riverside Ave., Evansville 8, Ind. Harrison 5-5146. A. A. Brentano, *chmn bd.;* Ervin Weil, *pres.;* Alan Brentano, *v.p. & a.e.;* Sam Weil, *v.p.;* Lee Edmiston, *mgr. adv. agncy div. & a.e.;* J. Norman Muth, *art dir.;* Martha Ward, *prod. mgr.;* Claire Adler, *creat. hd. A. e.'s:* Richard Byrne, Ralph Cronin, Harry Garrison, Alan Graf.

Gerald H. Keller Advertising

8 W. 56 St., N. Y. Circle 5-5234. Gerald H. Keller, *o.*

Media Dept.: B. Bernbach, *dir.*

Edward S. Kellogg Co.

685 S. Carondelet St., Los Angeles 57, Calif. Du 7-5213. Edward S. Kellogg, *pres. & a.e.;* Forrest L. Doland, *v.p. & a.e.;* Jim Donovan, *cpy. chf.;* Mitz Fujimoto, *art dir.;* Edith Hempfling, *prod. mgr.;* Wally Seidler, *tv & rad. dir.;* Virginia Christiansen, *publ. dir. A. e.'s:* Martin Michael, Edwin F. Wirsing.

Media Dept.: Jens Pedersen, *dir.;* Wally Seidler, *tb.*

Branch Office:
Portland, Ore. Filmore 7625. Geo. McMurphey, *mgr.*

J. G. Kelly Co., Inc.

250 Delaware Ave., Buffalo 2, N. Y. Madison 4790-1. James G. Kelly, *pres., treas.;* George T. Tustace, *prod. mgr.;* Edna L. Habicht, *cpy. chf. A. e.'s:* John C. Kelly, James G. Kelly.

Media Dept.: John C. Kelly, *dir.*

Kelly & Lamb Advertising Agency

897 Higgs Ave., Columbus 8, Ohio. Klondike 3583. Paul Ahern Kelly, *p.;* Gladys Johnson Lamb, *p.;* John Williams, *cpy. chf.;* George Miller, *art dir.;* Dorrit Williams, *tv dir.*

Media Dept.: Dorrit Williams, *dir.*

Kelly, Nason, Inc.

247 Park Ave., N. Y. 17. Murray Hill 8-3300. John C. Kelly, *pres.;* James R. P. Nason, *exec. v.p. & treas. V.p.'s:* Charles Crist Delmonico, Patrick J. McAward, John F. McCormick, Howell E. Rees; Frank J. Herel, *sec. & ass't treas.;* Roger Joslyn, *dir. art & prod.*

Media Dept.: Arthur Dermody, *dir.*

Kelly, Zahrndt & Kelly, Inc.

2343 Hampton Ave., St. Louis 10, Mo. Mi 5-2684-5. Virgil A. Kelly, *pres. & a.e.;* Walter W. Zahrndt, *v.p., treas. & a.e.;* E. M. Kelly, *sec.;* Brian P. Burnes, *art dir.;* Robert W. Siempelkamp, M. G. Kelly, *prod. mgrs.;* Virgil A. Kelly, *dir. pub. rels. A. e.'s:* Robert W. Kelly, William H. Thompson, Ray J. Kelly.

Media Dept.: Walter W. Zahrndt, *b.;* Robert W. Kelly, *ass't rad. dir.*

Clark B. Kelsey Advertising

666 N. Lake Shore Dr., Chicago 11, Ill. Superior 7-4100, 7-5556. Clark B. Kelsey, *pres.;* M. L. Samson, *assoc.;* M. K. Kelsey, *sec.-treas.;* S. E. Potter, *prod. mgr.*

M. H. Kelso Co.

3923 W. 6th St., Los Angeles 5, Calif.

Don Kemper Co., Inc.

850 S. Patterson Blvd., Dayton 2, Ohio. Adams 6216. Don H. Kemper, *pres. & a.e.;* James D. Parker, *exec. v.p. & a.e.;* Mary Pendleton, *sec.-treas.;* John H. Bach, *art dir.;* Kenneth Langosch, *prod. mgr.;* Betty McGonigle, *cpy. chf.;* Robert Frame, *publ. dir. A. e.'s:* James B. Barber, Robert Frame, Robert Hilton.

Media Dept.: Cindy Price, *space b.*

Kencliffe, Breslich & Co.

221 N. LaSalle St., Chicago 1, Ill. Dearborn 2-4243. Herman H. Breslich, *pres., treas. & a.e.;* William B. Mayer, *v.p. & a.e.;* Carolyn B. Smith, *sec.;* Roland Roycraft, *art dir.;* Kenenth W. Wittleder, *a.e.*

Kennedy & Co.

100 E. Ohio St., Chicago 11, Ill. Superior 7-5640. William J. Kennedy, *pres. & a.e.;* L. M. Jackson, *sec.;* Martin C. Gardner, *art dir.;* J. J. Brown, *rsrch. dir.;* J. F. Henneberry, *prod. mgr.;* C. J. Walsh, *publ. mgr.*

Media Dept.: William J. Kennedy, *rad. dir.;* L. M. Jackson, *space & tb.*

Edward C. Kennedy

159 E. Chicago Ave., Chicago 11, Ill. Delaware 7-6330. Edward C. Kennedy, *pres.;* J. V. Dahlstrom, *v.p.;* B. A. Johnson, *sec.*

Helen A. Kennedy Advertising

360 17th St., Oakland 12, Calif. Te 6-2582.

Helen A. Kennedy, *o.*; Peter D. Hannatord, *a.e.*

J. H. Kennedy Advertising Service

201 N. Wells St., Chicago 6, Ill. Franklin 2-1446. Jeanne Kennedy, *mgr.*

Kenyon-Baker Co., Inc.

69 Clinton St., Newark 5, N. J. Mitchell 2-8259. H. S. Kenyon, *pres. & a.e.*; K. R. Gearhart, *treas.*; D. C. Calhoun, *art dir.*; P. H. Taylor, *prod. mgr.*; A. Sasso, *cpy. A. e.'s:* L. W. Beisch, R. K. Lamb.

Kenyon & Eckhardt, Inc.

247 Park Ave., N. Y. Murray Hill 8-5700. Thomas D'Arcy Brophy, *chmn bd.*; William B. Lewis, *pres.*; Edwin Cox, *v. chmn*; Dwight Mills, *chmn exec. commn.*; David C. Stewart, *sr. v.p. & treas. Sr. v.p.'s:* Barrett Brady, Don C. Miller, Anderson F. Hewitt, G. Maxwell Ule; Joseph P. Braun, *v.p.*; Al Tennyson, *dir. commerl. prod. & v.p.*; James Bealle, *v.p. & tv-rad. dir.*; Gerald Link, *v.p. & art dir.*; Stephens Dietz, *v.p., dir. prom. dept.*

Media Dept.: Joseph P. Braun, *dir.*; Philip C. Kenney, *assoc. dir. Supervs.:* William B. Kammerer, Brendan Baldwin; Robert R. Kibrick, *bdcst. & print b. Bdcst. byers.:* Louis J. Kennedy, Robert A. Innes, Lucy Kerwin, Mary Dwyer. *Ass't bdcst. bs.:* Edward Kobza, George Simko, Paul Fitzgerald. *Print byers.:* Harold Sieber, Francois Leiss, Agnes Del Colle, John Shima.

Branch Offices:

795 Peachtree St. N.E., Atlanta 8, Georgia. Trinity 5-7761. John T. Shannon, *v.p.*

462 Boylston St., Boston 16, Mass. Copley 7-8550. Frank S. Christian, *v.p.*

Media Dept.: Alice Liddell, *dir.*

221 N. LaSalle St., Chicago 1, Ill. Financial 6-4020. Walter D. Lawrence, *v.p.*

Media Dept.: Harry Sager, *dir.*

645 Griswold St., Detroit 26, Mich. Woodward 5-0300. William E. Macke, *v.p.*

Media Dept.: Clint Clark, *dir.*; Len Hyde, *mgr.*; John P. Hickey, *print b.*

Equitable Bldg., Hollywood 28, Calif. Hollywood 3-2101. Jack W. Runyon, *v.p.*

Media Dept.: James Staples, *dir.*

Philadelphia National Bank Bldg., Philadelphia 7, Pa. Rittenhouse 6-8020. I. Orrin Spellman, *v.p.*

Media Dept.: Robert Alsop, *exec. in chg.*

620 Market St., San Francisco 4, Calif. Exbrook 7-0900. Sydney G. Walton, *v.p.*

Media Dept.: Ruth Power, *exec. in chg.*

Kerker, Peterson, Hixon, Hayes, Inc.

2855 Park Ave., Minneapolis 7, Minn. Gi 1727. J. B. Peterson Jr., *pres.*; Richard W. Kerker, *v.p. & treas.*; Carl K. Hixon, *v.p. & publ. dir.*; Robert W. Hayes, *v.p. & sec.*; Robert Marlow, *rsrch. dir.*

Media Dept.: Robert Marlow, *dir.*

Kermin-Thall Advertising

118 E. 28th St., N. Y. 16. Murray Hill 6-5566. Carl Thall, *co-o., prod. mgr. & a.e.*; Joe Horenstein, *co-o., cpy. chf., rad. dir. & a.e.*; Antony Billotto, *art dir.*; Herbert P. Paschel, *rsrch. dir. A. e.'s:* Sam Cohen, Lawrence Phillips, Dave Herman.

Media Dept.: Bertine Fields, *dir. & space b.*; Joe Horenstein, *space b. & tb.*

C. F. Kern Advertising Agency

Girard Trust Bldg., Philadelphia 2, Pa. Rittenhouse 6-6422. C. F. Kern, *o.*; J. T. Gallagher, *art dir.*; N. Kern, *prod. mgr.*

Media Dept.: R. A. Soper, *b.*

J. M. Kesslinger & Associates

37 Saybrook Pl., Newark 2, N. J. Market 3-0007-8-9-10. Joseph M. Kesslinger, *prin.*; H. C. R. Kesslinger, *p.*; Morton H. Roth, *p.*; Paul Weisman, *p.*

Media Dept.: H. C. R. Kesslinger.

Ketchum, MacLeod & Grove, Inc.

411 Seventh Ave., Pittsburgh 19, Pa. Court 1-5100. George Ketchum, *pres.*; Emil Hofsoos, *v.p. & chmn optns. & committ.*; Edward T. Parrack, *exec. v.p.-serv.*; W. Stanley Redpath, *exec. v.p.-administ.*; Howard B. Anderson, *v.p. & dir. pub. rels. V.p.'s:* Robert C. Alberts, Robert M. Brown, Richard H. Conner, Vincent Drayne, W. J. Geissinger, W. J. Gillilan, Donald H. Ratchford; C. M. Morley, *v.p. & traff. mgr.*; William R. Parker, *v.p., dir. mktg. & opin. rsrch.*; William E. Pensyl, *v.p. & creat. dir.*; C. E. Livingston, *sec.*; B. B. Jones, *treas.*; J. C. Rennels Jr., *cont.*; Harry R. Bender, *cpy. chf.*; E. J. Donaldson, *tv & rad. dir.*; Edmund Anderson, *assoc. dir. tv-rad.*; Donald E. Lathrop, *mgr. art dept.*; J. T. Ross, *sr. art dir.*; Martin H. Geipel, *prod. mgr.*; James J. Welch, *dir. sls. & tech. lit.*; Foster Grosh, *personnl. dir.*

Media Dept.: C. E. Livingston, *dir.*; J. C. Stuart, *mgr. print*; M. S. Ireys, *mgr. print*; W. B. Phillips, *mgr. print*; James Shannon, *tb.*; Donald Fox, *flm b.*

Branch Office:

155 E. 44th St., N. Y. 17. Robert P. Lytle, *v.p. & mgr.*

Keystone Advertising, Inc.

711 W. Lake Street, Minneapolis 8, Minn. Pleasant 2442. Gretchen L. Thomas, *v.p.*; George M. Decker, *pres.*; Richard P. Jones, *v.p. & treas.*

Millard R. Kibbe Advertising Agency

208 Bank of America Bldg., Visalia, Calif. Redwood 2-0143. Millard R. Kibbe, *pres.*; Myrtle E. Kibbe, *sec. & treas.*; Robert L. Robbins, *art dir.*; John P. Magill Jr., *pub. rels. dir. & a.e.*

Frank Kiernan & Co.

92 Liberty St., N. Y. 6. Cortlandt 7-3148. J. Russell Kiernan, *o.*; Samuel D. Mallin, *gen. mgr.*; John E. Morton, *cpy chf. A. e.'s:* Morris Frankenstein, Thomas A. Clark Jr., Neal Mallin, Henry Bechold.

Kight Advertising, Inc.

118 N. Third St., Columbus 15, Ohio. Capital 1-5558. William W. Kight, *pres.*; Mrs. Elizabeth W. Kight, *sec.-treas. A. e.'s:* Neil D. Pynchon, James A. Reynolds, Elizabeth W. Kight; Duane G. Abram.

Media Dept.: Elizabeth W. Kight, *dir., tb. & print*; Duane G. Abram, *print b. & dir. mail.*

Killingsworth Co., Inc.

3723 Wilshire Blvd., Los Angeles 5, Calif. James Killingsworth, *pres.*; John W. Perkins, *art dir.*; John Wolfe, *chf. a.e.*

Kilroy Advertising, Inc.

3608 S. Grand Blvd., St. Louis 18, Mo. Mohawk 4-5558. LeRoy F. Dinges, *pres., treas.*; Pauline D. Dinges, *v.p.*; Robert Brozka, *cpy. chf.*; LeRoy Abing, *a.e.*

Media Dept.: LeRoy F. Dinges, *space & tv b.*; Raymond Hootman, *tb.*

Abbott Kimball Co., Inc.

250 Park Ave., N. Y. 17. Plaza 3-9600. Abbott Kimball, *pres.*; H. B. LeQuatte, *v.p., chmn plns. bd. V.p.'s:* Lawrence D. Reedy, Wm. M. Engelmann, H. V. Coughlin; Gladys Church, *v.p., fash.*; K. B. Meehan, *sec.*; F. J. Dubeck, *controll.*; James Downey, *creat. dir.*; Joseph Kiebrick, *prod. mgr.*; Elizabeth Proudft, *rsrch. dir.*

Media Dept.: Wm. M. Engelmann; B. Reid, *tb.*

Branch Offices:

Abbott Kimball Co., Inc., of California

Kimball Bldg., 638 S. Van Ness St., Los Angeles 5, Calif. Dunkirk 7-7305. Abbott Kimball, *pres.*; K. B. Meehan, *sec. Fash. dirs.:* Nancy Dinsmore, Phyllis Carr.

405 Montgomery St., San Francisco 4, Calif. Exbrook 2-6275. Abbott Kimball, *chmn*; Alfred Ducato, *pres. V.p.'s:* Paul M. Browne, Francis Martin Jr.

Abbott Kimball Co., Inc., of Illinois

520 N. Michigan Ave., Chicago, Ill. Michigan 2-0300. Abbott Kimball, *pres.*

Abbott Kimball Co., Inc.

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Edward A. King

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Lew King, Vehon & Wolf, Inc.

218 W. Adams, Phoenix, Ariz. Alpine 4-5548. Lew King, *pres.*; S. E. Vehon, *v.p. & sec.*; George J. Wolf, *treas.*

Media Dept.: Jack Beveridge, *dir.*; James Silvius, Leonard Flake.

A. Lewis King

551 Fifth Ave., N. Y. Murray Hill 2-8276.

S. C. Kingsley Advertising

150 Nassau St., N. Y. 38. Rector 2-5489.

Branch Office:

16 Covert Pl., Stewart Manor, N. Y. Floral Park 2-2810.

William H. Kinsall & Co.

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Kirby & Co., Inc.

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Kircher, Helton & Collett, Inc.

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3191. Ralf C. Kircher, *pres., creat. dir. & a.e.;* James M. Hadley, *v.p. & a.e.;* Watson B. Metcalfe, *v.p. & a.e.;* Norman Van Zant, *v.p. & a.e.;* Richard L. Mills, *sec. & a.e.;* Carter B. Helton, *treas., dir. prod. & a.e.;* George E. Nunn, *ass't treas.;* Laurence E. Brinkman, *art dir.;* T. Gerald Moon, *prod. mgr.;* Donald Lyons, *tv & rad. dir. A. e.'s:* R. M. Collett, Donald Lyons, John Westerman, Fred Norris.

Media Dept.: John Manning, *dir.*

Kirk, Roberts, Thomas, Inc.

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H. Kirk-Halpurn Associates

15 E. 40th St., N. Y. Murray Hill 6-3714. H. Kirk-Halpurn, *pres.;* Juan Juan, *sr. v.p.;* Mary Kirk, *v.p.*

Media Dept.: H. Kirk-Halpurn, *tb.*

Kirkgasser-Drew

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Kirkland-White & Schell Advertising

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Media Dept.: Edward F. Ritz, *dir.;* Roy A. Heckenbach, *ass't dir.*

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Media Dept.: Audrey Evans, *space b.*

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Media Dept.: Kay Swart, *dir. & space b.;* Edward Felbin, *tb.*

Walter J. Klein Co.

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Media Dept.: Alan Burke, *dir. tv & rad.;* Emily Moore, *tv flm. dir.*

Branch Offices:
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17 E. 45th St., N. Y. 17.

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Media Dept.: Mrs. Lorraine Moore, *b.*

Kleppner Co.

488 Madison Ave., N. Y. 22. Plaza 9-3340. Otto Kleppner, *p.;* Leon Balsam, *p.;* Harold A. Bowman, *art dir.;* M. B. Fauerbach, *prod. mgr.;* John J .Collins, *sls. prom. dir.;* Frank Vos, *superv.;* Guy H. Papale, Spencer S. Weil, *a.e.'s.*

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Media Dept.: Thos. A. Doyle, *print dir.;* Herbert Gruber, *dir.;* Ruth M. Bayer, *tb.*

Klingelsmith & Co., Inc.

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H. M. Klingensmith Co., Inc.

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Martin R. Klitten Co., Inc.

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Media Dept.: Eloise T. Davies, *dir.*

Fred G. Knapp & Associates

1435 Clarence Ave., Cleveland 7, Ohio. Bo 2-2646. Fred G. Knapp, *pres.;* Laurie B. Knapp, *v.p.;* F. Allan Knapp, *v.p. & prod. mgr.;* Ed Behrend, *art dir.*

Knight & Gilbert, Inc.

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George Knoerr & Associates

129½ W. 10th St., N. Y. 14. Chelsea 3-2441. George Knoerr, *sole o.*

Knollin Advertising Agency

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Media Dept.: Al Fiegel, tv & *rad. dir.*

Ann Koblitz Advertising Agency

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Harold Koch Co.

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Media Dept.: Marjorie Wright, *dir.*

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Media Dept.: A. Lasity, *b.*

George F. Koehnke

20 E. Jackson, Chicago 4, Ill. We 9-5620-1. George F. Koehnke, *o.;* Betty Koehnke, *v.p.;* Sharon Koehnke, *sec.;* Willis S. Harrison, *art dir.;* Don Koehnke, *rsrch.*

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Abner E. Kohn Advertising

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Lester H. Kohs Advertising

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Kokis Advertising Agency

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Kolb & Abraham Advertising
435 N. Michigan Ave., Chicago 11, Ill. Delaware 7-2834. Ray V. Abraham, *p.*; William S. Kolb, *p.*

Nat M. Kolker Advertising Agency
Empire Bldg., 13th & Walnut Sts., Philadelphia 7, Pa. Nat M. Kolker, *o.*; Josephine Lipton, *art dir.*; Betty Koss Prussel, *prod. mgr.*

Kenneth H. Kolpien Advertising Agency
2123 E. Ninth St., Cleveland 15, Ohio. Cherry 1-1891.

Henry Koltys Co.
Francis Palms Bldg., Detroit 1, Mich. Woodward 1-9378. Henry Koltys, *o.*

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Kopeland Associates
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Media Dept.: Ken D. Thompson, *dir.*

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10 E. 49th St., N. Y. 17, Plaza 3-6586. E. A. Korchnoy, *pres.*; Alfred R. Pastel, *v.p.*; A. H. Steinberg, *sec.*; Jack J. Marshad, *art dir.*; Mel Bruck, *prod. mgr.*; Howard M. Roshkow, *cpy. chf.*; Claire J. Gordon, *libr.*
Media Dept.: Howard M. Roshkow, *dir.*; Claire J. Gordon, *otdr. b.*

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Media Dept.: E. Goldwasser, *tb.*

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Louis Robert Korn & Co.
687 Boylston St., Boston 16, Mass. Kenmore 6-8636. L. R. Korn, *pres.*

Lawrence Kossman Advertising
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Media Dept.: Zelda Meer, *dir.*

Emanuel Kraysler
17 Pen-Y-Bryn Drive, Scranton 5, Pa. Diamond 4-5016. Emanuel Kraysler, *prop.*

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Media Dept.: Homer Gentry, *sec.*; Dr. Robert Cooper, *a.e., tb. tv*; Betty Kirk, *a.e., tb. tv.*

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Media Dept.: Dolores McCabe, *dir., space b. & tb.*
Branch Office:
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711 14th St., N.W., Washington 5, D. C. Re 7-0272. Henry L. Kronstadt, *pres.*; Claire Kronstadt, *assoc.*; Lenore Fein, *art dir.*; Claire Pauls, *prod. mgr.*
Media Dept.: Henry L. Kronstadt, *dir.*

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Media Dept.: Fred Wuellner, *mgr.*; Mrs. Susan Eckelmann, *rad. tb.*

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Media Dept.: Hugh H. Johnson, *dir.*; E. G. Weymouth, *assoc. dir.*; Frank Nolan, *ass't dir. (print)*; John Marsich, *ass't dir. (time). Tbs.:* Anne Gardiner, Marjorie Scanlan, John J. Sisk Jr.

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Media Dept.: Clara Baugh, *dir.*

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20 S. 2nd Ave., Highland Park, N. J. Kilmer 5-2807. Bert Paul Kun, *pres., prod. mgr.*; Harold Pearson, *a.. & assoc. art dir.*; F. J. Higgins, *a.e.*
Media Dept.: Bert Paul Kun, *dir.*

Arnold Kupper Advertising, Inc.
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Media Dept.: Carolyn Angello, *tb.*

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Branch Office:
130 W. 57th St., N. Y. Judson 6-2358. F. S. Kuttner, *v.p. & mgr.*

S. Harold Labow Advertising Agency, Inc.
67 W. 44th St., N. Y. 36. Murray Hill 7-7957. Harold Labow, *pres., sec. & a.e.;* A. V. Cowan, *v.p.;* M. C. Labow, *treas.;* Phyllis Frederick, *cpy. chf.;* Sid Miller, *art dir. & prod. mgr.*
Media Dept.: M. Gimpel, *b.*

Thomas J. La Brum & Associates
Bankers Securities Bldg., Philadelphia 7, Pa. Kingsley 5-1616. Thomas J. La Brum, *pres.*

John LaCerda Agency, Inc.
1500 Walnut St., Philadelphia 2, Pa. Pennypacker 5-1834. John LaCerda, *pres.;* Herbert M. Packer, *v.p.;* William Sanders, *prod. mgr*

Ladd, Southward & Bentley, Inc.
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Richard LaFond Advertising, Inc.
5 E. 42nd St., N. Y. 17. Murray Hill 2-0330. R. D. La Fond, *pres., sec. & a.e.;* D. S. Quinn, *v.p.;* Mortimer Cobb, *treas.;* E. B. Grauer, *art dir.;* James E. Jump, *rsrch. dir.;* T. C. Du Mond, *techn. dir. A. e.'s:* R .G. Spilsbury, William Featherston, T. C. DuMond.

Lago & Whitehead, Inc.
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LaGrange & Garrison, Inc.
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Lahr Advertising Agency, Inc.
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Eugene C. Laird
1327 W. 30th St., Erie 4, Pa.

Russell W. Lake Advertising Agency
1260 M St., Fresno 21, Calif. 8-7039. Russell W. Lake, *o.*
Media Dept.: Cecil Lake.

Lake-Spiro-Shurman, Inc.
Radio Center Bldg., Main at Union, Memphis, Tenn. 5-1571. Avron Spiro, *pres.;* Milton M. Shurman, *sec. & treas.*
Media Dept.: Courtney Shurman, *field contact;* Avron Spiro Jr., *rsrch.;* Mrs. Lucille Simmons, *tb. tv & rad.;* Arthur Savage Jr., *tb. tv & rad.*

Lamas Agency
303 W. Kalamazoo, Box 660, Lansing 3, Mich. 2-1672-3. L. J. Wall, *pres.;* D. O. Thomas, *v.p.;* J. M. Kutt, *treas.*

Laura Lambe Advertising
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Lambert & Feasley, Inc.
430 Park Ave., N. Y. 22. Murray Hill 8-6464. Frank W. Mace, *pres.;* J. L. Johnston Jr., *v.p. & gen. mgr.;* Gerald Blake II, *v.p.;* Richard S. Bridgman, *v.p.;* G. Douglas Morris, *v.p.;* John Bates, *v.p. chg. tv & rad.;* Roy F. Segur, *v.p. chg. rsrch.*
Media Dept.: Joseph Burland, *v.p. in chg.;* William B. Hinman, *tb.;* James D. Watterson, *ass't tb.*

Lampert Agency
254 Fifth Ave., N. Y. 1. Murray Hill 6-5161. Harry Lampert, *p.;* Mill Roseman, *p.*

Lamport, Fox, Prell & Dolk, Inc.
825 J. M. S. Bldg., South Bend 1, Ind. 3-3137. Horace W. Fox, *pres. & a.e.;* Carl F. Prell, *v.p. & a.e.;* Irvin S. Dolk, *sec.-treas. & a.e.;* Don Lausmann, *prod. mgr.;* Joseph A. Martz, *rsrch. dir.;* Helen Feldman, *ass't treas.;* Echo Apt, *libr. A. e.'s:* A. J. Denniston, Richard B. Ludewig, Clement B. Haines, Ray B. Larson.

Lancaster Advertising Agency
1182 Broadway, N. Y. 1. Murray Hill 9-2160. David Oken, *o., art dir. & a.e.;* Jane McDowell, *ass't art dir.;* Murray Sokol, *prod. mgr. & a.e.*
Media Dept.: Reginia Schlactus, *space b.*

A. B. Landau, Inc.
150 Broadway, N. Y. 38. Rector 2-6685-6-7. Herman Younglieb, *pres. & treas.;* Paul Berkowitz, *exec. v.p.;* L. Braunstein, *sec.;* Joel Gabbe, *cpy. chf.;* T. Morelli, *prod. mgr.;* William Russack, *art dir.;* F. Marotta, *tv & rad.;* Harry M. Mandell, *mkt. rsrch. A. e.'s:* Julius Haber, Moe Schmuckler.
Media Dept.: Paul Berkowitz, *b.*

Eberto Landi Advertising Co.
853 Seventh Ave., N. Y. 19. Judson 6-5088-9. Eberto Landi, *o.;* Rose George, *publ. dir.*
Media Dept.: Rose Peters Gatto, *dir.*

Lando Advertising Agency
197 Carlton House, Pittsburgh, Pa. Atlantic 1-5887. Robert N. Lando, *p. & mng. dir.;* Joseph C. Gusky, *v.p. & hd. of consum. actvty;* Stanley C. Marshall, *v.p. & pub. rels. dir.;* Jack Kerr, *a.e.;* John B. Conroy, *a.e.,* Jane Callomon, *tv & rad. dir.;* Milton Bell, *prod. mgr.*
Media Dept.: Joseph C. Gusky, *exec. in chg.;* Stanley C. Marshall, *space b. print;* Jack Kerr, *space b. print;* Jane Callomon, *tb.*
Branch Office:
1319 G. Daniel Baldwin Bldg., Erie, Pa. Erie 5-7000. Charles H. Sapper, *a.e.*
Media Dept.: Charles H. Sapper, *tb. indus.*

Cye Landy Advertising
333 E. Town St., Columbus, Ohio. Ca 1-5888. Cye Landy, *pres.;* James Wheeler, *v.p.;* Robert L. Jones, *art dir.;* Lynne Roth, *prod. mgr.;* Mildred Tucker, *cpy. chf. A. e.'s:* James Wheeler, Edgar Schlecter, Jack Mara, Cye Landy.

Branch Offices:
550 5th Ave., N. Y. 17. Circle 6-9080. N. Glass, *mgr.*
384 W. First Ave., Dayton, Ohio. Hemlock 7013. L. Dick, *mgr.*

Bradley Lane Advertising Agency
1061 Elati St., Denver 4, Colo. Keystone 4-0529. Bradley Lane, *o. & a.e.;* Brenda Escolme, *sec.;* Larry B. Lane, *treas.;* Eugene L. Kramer, *prod. mgr. & art dir.;* W. B. Rodgers Jr., *a.e.*

Philip J. Lane Advertising
1 E. 42nd St., N. Y. Murray Hill 7-5417. Philip J. Lane, *o.*

Horace A. Laney
374 Delaware Ave., Buffalo 2, N. Y. Madison 0144. Horace A. Laney, *pres.;* C. Thomas Bromley, *prod. mgr.;* C. M. Olson, *a.e.*

Raymond I. Lang Advertising
116 New Montgomery St., San Francisco 5, Calif. Yukon 2-5028. Raymond I. Lang, *o. & a.e.;* Malcolm D. Murray, *prod. mgr. & art dir.;* Beatrice Eymard, *m. dir.*

Lang, Fisher & Stashower, Inc.
1010 Euclid Ave., Cleveland 15, Ohio. Main 1-6579. H. Jack Lang, *pres.;* Alvin B. Fisher, *v.p. & sec.;* Fred P. Stashower, *v.p. & treas.;* Martin J. Cohn, *v.p.;* George H. DeWitt, *prod. mgr.;* Donald Riethmiller, *art dir.;* Richard Koch, *ass't art dir.;* John D. Cremer, *mgr. tv-rad.;* David L. Stashower, *ass't mgr. tv-rad.;* John L. Rose, *prod. mgr. tv-rad.;* Dick Bishop, *dir. mktg. & mdsng. A. e.'s:* Robert L. Kornhauser, Cora Geiger Newald, A. H. Wagner, Robert W. Schwing, Jeanne P. Reidy, Edward Hinkle.
Media Dept.: Garry C. McKelvey, *chf. tb.;* George L. Young, *tb.;* Helen T. Dwyer, *ass't tb.*

Fred Lange Associates, Inc.
207 E. 43rd St., N. Y. 17. Murray Hill 7-9055.

Lester Langer Advertising Agency
Brunder Bldg., Milwaukee 3, Wis. Lester Langer, *pres. & a.e.;* Ceal J. Langer, *treas.;* Rosemary Hamilton, *prod. mgr.;* R. W. Waterman, *a.e.*

Langeler Advertising Agency, Inc.
Box 689, Orange, Conn. Gerard E. Langeler,

pres. & a.e.; Carleton H. Stevens Jr., *v.p. & a.e.;* Florence B. Langeler, *treas.*

Lansdale Co.
3434 W. First St., Los Angeles 4, California. Dunkirk 5-2007. Phil Lansdale, *pres.;* Phil Bentley, Larry Keller, *a.e.'s;* George Fukuda, *art dir.;* Don Henrie, *prod. mgr.;* Shirley Bean, *cpy. chf.;* Alan Berger, *tv & rad. dir.*
Media Dept.: Alan Berger, *dir.*

LaPorte & Austin, Inc.
369 Lexington Ave., N. Y. 17. Murray Hill 3-5884. F. B. Leedom, *pres. & treas.;* F. F. Casey, *v.p.;* Miss H. L. Oatrick, *sec.;* Hal Doremus, *art dir.*

Harold S. Lappen Advertising
53 W. Jackson Blvd., Chicago 4, Ill. Harrison 7-3520. Harold S. Lappen, *o.*

Larkay Co.
7213 Oakland Ave., St. Louis 17, Mo. Central 0440. R. I. Larson, *p. & a.e.;* Max W. Kramer, *p.;* A. P. Larson, *a.e.*

C. J. LaRoche & Co., Inc.
247 Park Ave., N. Y. 17. Plaza 5-7711. Chester J. LaRoche, *chmn bd. & treas.;* James D. Webb, *pres.;* Crane Haussamen, *v.p. chg. cpy.;* Hendrick Booraem Jr., *v.p. chg. tv;* Tom Lewis, *v.p. chg. tv & rad.;* Jay Bottomley, *mgr. tv & rad.;* Folke B. Lidbeck, *v.p. chg. art;* Edwin F. Blair, *sec.;* M. J. Manning, *ass't treas.;* Chester R. LaRoche, *ass't sec.;* A. G. Criscuoli, *prod. mgr.;* Caesar Ferri, Sid Kent, Ralph Breswitz, *art dirs.;* Carroll O'Meara, *mgr. comm. tv;* Stuart D. Ludlum, *mgr. comm. tv w. cst.;* David E. Robinson, *rsrch. dir.;* G. Wm. Anderson, *dir. mktg.;* Jane Lawrence, *libr. A. e.'s:* John S. Graetzer Jr., Richard T. Frick Jr., John Goodwillie, Jerome V. Roscoe, Philip A. Cleland, Donald McGill Marshman, John A. Waite, John L. Southard, Celeste Seymour.
Media Dept.: Donald R. Shaw, *dir.;* Sally S. Mansfield, *assoc. dir.;* Doris Gould, *tb.*
Branch Office:
9201 Wilshire Blvd., Beverly Hills, Calif. Bradshaw 2-2111.

Larrabee Associates
2000 P St. N.W., Washington 6, D. C. Adams 2-2400. Lawrence Dobrow, *p. & a.e.;* Bert K. Silverman, *p. & a.e.;* William McMichael, *art dir.;* Maxwell Schwartz, *ass't art dir.;* Lee Perri, *prod. mgr.;* Tom Silverman, *ass't prod. mgr.;* William Magnes, *cpy. chf.;* Albert Rubenstein, *dir. traff.;* Donald W. Osten, *rsrch. dir.;* Jean Senter, *rad. dir.;* Gertrude Entenmann, *tv dir.;* Erwin Garfinkel, *personnl. dir.;* Doris Carroll, *libr. A. e.'s:* Gerald Cullins, Phyllis Freedlander.
Media Dept.: Donald W. Osten, *dir. space b.;* Jean Senter, *tb.;* Gertrude Entenmann, *tb.*

Lasker-Riseman, Inc.
120 Boylston St., Boston, Mass. Hancock 6-4422. George J. M. Riseman, *pres.;* Yale Lasker, *treas.;* Jack Hogan, *cpy. chf.;* Pat Young, *a.e.*

Lasky Advertising Agency
9 N. 4th St., Minneapolis, Minn. Atlantic 8346. David Lasky, *o.;* Rene London, *cpy.;* Dick Laird, *art dir.*
Media Dept.: Betty Underwood.

Lauesen & Salomon
520 N. Michigan Ave., Chicago 11, Ill. Superior 7-0738. *A. e.'s:* M. Salomon, Wendell Walker, M. H. Sellhorn; D. L. Cuttie, *prod. mgr.;* Hans Bolling, *art dir.*
Media Dept.: R. A. Salomon, *space b.*

Laux Advertising, Inc.
310 E. State St., Ithaca, N. Y. 4-1641. J. D. Laux, *pres.;* F. R. Russell, *art dir.*

Lavenson Bureau of Advertising, Inc.
1212 Chestnut St., Philadelphia 7, Pa. Walnut 3-1250. Jay Lavenson, *chmn;* James J. Lavenson, *pres. & treas.;* Irving Gould, *v.p., creat. dir.;* Jerrie C. Rosenberg, *v.p. & pub. rels. dir.;* Edwin P. Rome, *sec.;* William P. Keeney, *cont.;* Jean Hickmott, *art dir.;* William G. Walker, *prod. mgr.;* Harry A. Egbert, *mdse dir.;* Susan Hoffman, *libr.;* Bradford K. Cross, *a.e. superv. A. e.'s:* Raymond F. Hamel, Harvey Reese, Gould B. Donahue, S. G. Altman.
Media Dept.: Harry A. Egbert, *dir.;* Eleanor J. Schiavone, *space b.*

Lavidge & Davis
304 Fidelity-Bankers Bldg., Knoxville 2, Tenn. 5-0418-9. Arthur W. Lavidge, *p. & a.e.;* Charles B. Davis, *p. & a.e.;* William J. Henry, *prod. mgr.;* Patsy Ruth Miller, *publ. dir.*
Branch Office:
329 N. Wrenn, High Point, N. C. 6905. Mrs. Virginia McNew, *mgr.*

H. B. Law, Inc.
230 E. Ohio St., Chicago 11, Ill. Delaware 7-5230. H. B. Law, *pres.;* Esther J. Krogh, *sec.;* F. William Plumer, *art dir.*

Loren E. Law Agency
907 Sixth St., Clay Center, Kan. 137. Loren E. Law, *o.*

Lawrence Advertising
203 N. Wabash Ave., Chicago 1, Ill. Dearborn 2-4815-6-7. Lawrence M. Cohen, *p. & a.e.;* Clayton W. Bergman, *p., tv dir. & a.e.;* Avanelle Draper, *art dir.;* Thomas Whitehead, *ass't cpy. dir. & a.e.*
Media Dept.: Lawrence M. Cohen, *dir. & space b.;* Clayton W. Bergman, *tb.*

Lawrence Agency
84 State St., Boston 9, Mass. Richmond 2-1660. Lawrence L. Shea, *pres.;* Davis W. Snow, *v.p.;* Peter Noonan, *art dir.;* Robert T. Reilly, *prod. mgr.;* M. H. Baldwin, *rsrch. dir.;* James A. Doyle Jr., *publ. dir.;* Jean G. Haley, *rsrch. dir.*
Media Dept.: Lawrence L. Shea, *space b.;* M. H. Baldwin, *space b.*

Lawrence Co.
204 S. Beverly Dr., Beverly Hills, Calif. Bradshaw 2-5820. Favaret G. Lawrence, *pres.*

Frederick M. Lawrence Agency
Fox Bldg., Detroit 1, Mich. Woodward 2-9317. Frederick M. Lawrence, *o.*

Sherman Lawrence Advertising
800 McCarter Hghwy., Newark 2, N. J. Mitchell 3-8085 (N. Y. Courtland 7-9316). Sherman Lawrence, *pres.;* Robert W. Rawson, *dir. tv & rad.*

Carl Lawson Advertising Co.
4722 Broadway, Kansas City 12, Mo. Je 1-5155. John R. Lawson, *pres. & a.e.;* Wayne H. Ross, *v.p. & a.e.;* Roy Swanson, *sec.,* Nona S. Lawson, *treas. & libr.;* Jarold S. Barnes, Harwood Craig, *art dirs.;* Barbara Kellogg, *cpy. chf.*
Media Dept.: Joan Darrow, Patricia Shoemaker, *dirs. & space b's.*

Frank Lea Advertising
1931 8th St., Douglas, Ariz. 1254-W.

Leber & Katz
270 Park Ave., N. Y. 17. Plaza 8-3310. Lester Leber, *pres.;* Stanley H. Katz, *sr. v.p.;* Art Rothenberg, *art dir.;* Herbert Paulen, *art dir.;* Nat Roberts, *prod. mgr.;* Lee J. Ross, *a.e.*

Mack Leblang Co.
720 Fifth Ave., N. Y. 19. Mack Leblang, *p. & a.e.;* Leah Leblang, *p.;* Edward Mandell, *cpy. chf.;* John B. Hermansader, *art dir.*
Media Dept.: Margaret Perna Ferrara, *dir.*

Lee & Associates
8327 Beverly Blvd., Los Angeles 48, Calif. WE 3-9349. Leo Pearlstein, *dir.;* Hugh Roberts, Carolyn Lorentzen, E. Roxie Howlett, Nessie Valerio, Zelda Olin.

Lee Co.
P.O. Box 2603, Station D., Fort Wayne 2, Ind. Eastbrook 4304. Winston M. Lee, *o.*

Lee-Stockman, Inc.
130 W. 57th St., N. Y. 19. Plaza 7-5075. W. Arthur Lee, *pres.;* Stanley Carr, *sr. v.p.;* Cary Rowland, *sr. v.p.;* Eric Carlson, *v.p.;* Symone Richman, *prod. mgr.*

Leech Advertising Co.
615 Hanna Bldg., Cleveland 15, Ohio. Tower 1-2065. Edw. P. Leech, *pres.*

Carl S. Leeds Co.
101 W. 55th St., N. Y. 19. Columbus 5-0404. Carl S. Leeds, *o.;* Emily B. Leeds, *treas.;* Harvey Knecht, *art dir.;* Lenore Fernandez, *ass't art dir.;* Abe Karlin, *prod. mgr.;* Mary Chase, *fash. dir.*
Media Dept.: Faye Kelberman, *dir.*

Lee-Myles Associates, Inc.
40 W. 57th St., N. Y. 19. Circle 6-3015.

Gerald T. LeFever & Associates
316 Louisiana St., Little Rock, Ark. Fr 2-7354, 4-8115. Gerald T. LeFever, *pres.;* Thelma Anderson, *sec.;* Mildred LeFever, *art dir.;* Gene McCoy, *a.e.*

Harry Lefler Advertising
119 Main St. E., Rochester, N. Y. Ha 6363. Harry R. Lefler, *o. & mgr.;* Carol Archambault, *off. mngt.;* Ernest Farone, *art dir.;* William Eubanks, *cpy. chf.;* Philip C. Jameson, *prod. mgr.*

Al Paul Lefton Co., Inc.
1617 Pennsylvania Blvd., Philadelphia 3, Pa. Rittenhouse 6-1500. Al Paul Lefton, *pres.;*

AGENCIES

F. C. P. McGlinn, *ass't to pres.;* H. S. Louchhelm, *v.p. & treas. V.p.'s:* Paul Brown, Hugh Genske, James C. Gibson, A. R. Griffin, J. Jensen, A. McC. Parker, David N. Phillips, Irwin W. Solomon, Jeff Wilson; B. M. Harvison, *prod. mgr. A. e.'s:* Roy Gordon, W. Martin, M. N. Morrison, T. D. Richter Jr., Walter J. Schwalb, Ralph C. Tassinari.

Media Dept.: E. Righter, *space b.*

Branch Offices:
71 Vanderbilt Ave., N. Y. 17. Murray Hill 9-7470. Al Paul Lefton, *pres.;* R. J. Herts, *v.p. & mgr. V.p.'s:* R. J. Misch, G. Leroy, Dorothy L. Hill, John A. Garber, Walter A. Young; Ralph W. Cummings, *prod. mgr.;* M. A. Kahn, *art dir.;* G. William Wolfston, *a.e.*
435 N. Michigan Ave., Chicago 11, Ill. Superior 7-9511. Hershel M. Brown, James C. McDonough, *a.e.'s.*

LeGrand Advertising Agency

330 Bailey St., Safety Harbor, Fla. Clearwater 7-4465. R. L. LeGrand, *o.*

Lennen & Newell, Inc.

380 Madison Ave., N. Y. 17. Murray Hill 2-5400. Adolph J. Toigo, *pres.;* Thomas C. Butcher, *exec. v.p.;* John D. Speirs, *v.p., sec. & treas. Sr. v.p.'s & mgm't supervs.:* Walter M. Swertfager, Gordon D. Gates, Jack H. Tarcher Sr., William Ziegfeld, Jackson Taylor. *Sr. v.p.'s & mgt. a. supervs.:* Thomas H. Lane, Henry W. Lowe, Lorain E. Miller, C. L. Smith; Julien Field, *sr. v.p. & creat. dir.;* Nicholas E. Keesely, *sr. v.p. & tv-rad. dir.;* Anthony J. Pan, *v.p. chg. comm'l. prod.;* Michael J. Madar, *sr. v.p. & prod. chf.;* Richard Mancini, *sr. v.p. & exec. art dir.;* Christopher Sante, *v.p. & dir. rsrch.;* Daniel E. Shea, *v.p. & mdse. dir.;* Myles E. Baker, *v.p. & serv. mgr.;* Francis Barton, *v.p. & tv-rad. bus. mgr.;* Suren Ermoyan, *sr. v.p. & art dir. V.p.'s & exec. contacts:* Dale Anderson, Daniel M. Daley Jr., Thomas P. Doughten, Stephen M. Kenyon, Edward T. Knauff, Parmelee Lyman, William Mahu, Philip E. Penberthy, Thomas J. Ross Jr., John Schneider, Edward C. Simons, J. Kenneth White; Anthony DePierro, *v.p.*

Media Dept.: Anthony DePierro, *dir.*

Branch Office:
308 N. Rodeo Dr., Beverly Hills, Calif. Elizabeth C. Meiggs, *mgr.*

J. M. Lenz Advertising

708 N. LaBrea Ave., Hollywood 38, Calif. Webster 6-1682. J. M. Lenz, *o.*

S. R. Leon Co., Inc.

119 W. 57th St., N. Y. 19. Circle 6-9600. M. Firetog, *art dir. A. e.'s:* S. Raoul Leon, Walter Lee, Claire Cobham, Clement Cook, Leonard Sternbach, *prod.*

Media Dept.: Jean Anderson, *b.;* Don Yerrill, *pub. rels. dir.;* William Capitman, *rsrch. dir.*

Leonard Advertising Agency, Inc.

169 Lexington Ave., N. Y. 16. Re 4-5502. L. E. Dal Negro, *pres.;* Marcus Miller, M. B. Pearlmall, *v.p.'s.*

Media Dept.: L. E. Dal Negro, *dir.*

Lescarboura Advertising, Inc.

138 Grand St., The Adshop, Croton on Hudson, N. Y. Croton 1-3444. Austin C. Lescarboura, *pres. & a.e.;* Stanley A. Lescarboura, *v.p., treas. & a.e.;* Fred P. Donati, *sec. & a.e.;* John Berryman, *art dir.;* Winifred Phillips, *prod. mgr.;* Frances Howe, *publ. dir.*

H. Lesseraux Advertising

Witherspoon Bldg., Philadelphia 7, Pa. Pennypacker 5-5423, 5424. H. Lesseraux, *o.;* Richard S. Lesseraux, *art dir.*

Lessing Advertising Co., Inc.

Walnut Bldg., Des Moines 9, Iowa. 3-1149. R. J. Flynn, *pres. & a.e.;* C. T. Flynn, *sec. & a.e.;* B. Z. Graves, *prod. mgr. & a.e.;* Ed LaGrave Jr., *tv-rad. dir. & a.e. A. e.'s:* D. L. Dungan, P. J. Flynn.

Lethen Advertising

7 W. 44th St., N. Y. 36. Murray Hill 8725. W. K. Lethen, *gen. mgr.;* Herbert Stanske, *art dir.;* William C. Andrews, *prod. mgr. A. e.'s:* E. G. Davis, H. Little.

Mervin & Jesse Levine, Inc.

461 Eighth Ave., N. Y. 1. Mervin Levine, *pres. & treas.;* Jesse Levine, *v.p. & sec.;* Hal Kurnit, *v.p. & creat. dir.;* Harry Zee, *art dir.;* Robert Stoller, *art dir.*

Levinger Advertising Age

Rosenberg Bldg., Santa Rosa, Calif. Santa Rosa 8465. Leland L. Levinger, *o.;* David Lasley, *tv & rad.;* Jo Richard, *art dir.*

Levy Advertising Agency

24 Commerce St., Newark 2, N. J. Mi 2-0433-4. Hyman R. Levy, *pres. & a.e.;* Fan Levy, *v.p.;* H. Alan Stein, *sec., tv dir. & a.e.;* Andrew J. Hull, *art dir.;* John S. LeMaire, *prod. mgr.;* Robert A. Loeb, *rad. dir. & a.e.*

Ted Levy Advertising Agency

1441 Welton St., Denver 2, Colo. Main 3-7133-4. Ted Levy, *p.;* Gertrude B. Levy, *p.;* Barbara Alton, *tv-rad. dir. & a.e.;* Margaret Jongresso, *prod. mgr. & a.e.;* Gertrude B. Levy, *off. mgr. & rsrch. dir.;* Forrest Wilcox, *a.e.*

Media Dept.: Ted Levy, *dir.;* Forrest Wilcox, *space b.;* Barbara Alton, *tb. & tal. b.*

S. A. Levyne Co.

343 St. Paul Pl., Baltimore 2, Md. Mulberry 5-3390-1. Sidney A. Levyne, *pres.;* George Lucas, *v.p. & cpy. chf.;* Walter W. Pearthree, *v.p. & art dir.;* Murray A. Valenstein, *v.p. & a. dir.;* Robert L. Auer, *prod. mgr.;* Henry W. Eisner, *a.e.*

Media Dept.: Vivian Jakubik, *dir.*

Curt LeWald Advertising

1400 N.W. 36th St., Miami 42, Fla. Newton 4-2923. Thomas Kasnov, *art dir.;* Curtis C. LeWald, *cpy. chf. & a.e.;* Varley P. Young, *publ. dir. & a.e.*

Media Dept.: Dorothy Jewell, *dir.*

Lewin, Williams & Saylor, Inc.

130 E. 59th St., N. Y. 22. Murray Hill 8-6200. A. W. Lewin, *pres.;* Sidney Matthew Weiss, *exec. v.p. & treas. Sr. v.p.'s:* Alvin H. Kaplan, Walter T. Pollock, Alan B. Green; Julian P. Brodie, *sr. v.p. & dir. creat. serv.;* Robert H. Blend, *v.p. & exec. art dir. V.p.'s:* Richard N. Gulick, Leonard Newsteder, Wray Kennedy, Leona Bowman; Max Green, *v.p. & sec.;* Daniel J. Connolly, *compt.;* Louis Leon, *optns. & prod. mgr.;* James West, *assoc. prod. mgr.;* Howard A. Stapf, *traff. mgr.;* Shirley Tucker, *fash. dir.;* Norman Baer, *tv-rad. dir.;* Jean Ferguson, *pub. rels. dir.;* Moreson H. Kaplan, *rsrch. dir. A. e.'s:* Gerald Gould, Ben Weiss, Barbara Morris, Alan G. Harvey, Jean Ferguson, F. Wallace Knudsen.

Media Dept.: Henry H. Dyrsen Jr., *dir.;* F. Wallace Knudsen, *tb.*

Branch Office:
Raymond-Commerce Bldg., Newark 2, N. J. Mitchell 3-3200. Leonard Newsteder, *v.p. & gen. mgr.;* Richard N. Gulick, James A. Wapshare, *v.p.'s;* Malcolm Wilder, *cpy. chf.;* Joel Beier, *prod. mgr.;* Harold Sosnow, *art dir. A. e.'s:* R. N. Gulick, Eldon Harvey Jr., L. Newsteder, James A. Wapshare.

Lewis Advertising Agency

17 Academy St., Newark 2, N. J. Mitchell 4802. Milton L. Lewis, *pres. & treas.;* Hy H. Lewis, *sec.;* Charles A. Kinzel Jr., *v.p. & a.e.;* George Lempkowitz, *prod. mgr. A. e.'s:* Lee Rose, Murray Weiss, J. Collingwood Harris.

Media Dept.: Mary Hart, *space b.*

Claude Lewis Advertising Co.

315 Alexander St., Rochester 4, N. Y. Hamilton 3201. Claude R. Lewis, *o. & a.e.;* Irving Baldwin, *prod. mgr. & a.e.*

Media Dept.: Claude R. Lewis, *b.*

Lewis & Gilman, Inc.

1528 Walnut St., Philadelphia, Pa. Pennypacker 5-9900. Paul L. Lewis, *chmn bd.;* John C. Belfield, *pres.;* John A. E. McClave, *exec. v.p. V.p.'s:* Graham Mason, Charles G. Douglas, Robert G. Wilden, Ralsten Lewis.

Media Dept.: Peter Kondras, *dir.;* Evelyn Walmsley, *assoc. dir.*

Lewis, Hunter & Hatt, Inc.

1 N. 13th St., Philadelphia 7, Pa. Locust 8-1027. Herman Tolz, *pres. & a.e.;* Charles H. Swartz, *v.p., sec. & a.e.;* S. Milton Tolz, *treas.;* Nancy Lipton, *a.e.*

J. H. Lewis Advertising Agency, Inc.

First National Bank Bldg., Mobile 13, Ala. Hemlock 8-2500, 8-2509. Jack H. Lewis, *pres., rad. dir. & a.e.;* Richard A. McGeoch, *sec., treas., prod. mgr., tv dir. & a.e.;* Robert E. Carter, *art dir.*

Media Dept.: Jack H. Lewis, *dir. & tal. b.;* Richard A. McGeoch, *space b. & tb.*

Sidney Lewis & Associates, Inc.

575 Seventh Ave., N. Y. 18. Longacre 3-1940. Sidney Lewis, *pres.;* L. M. Sternhart, *sec.;* Harry Siegel, *gen. mgr. & a.e.;* Ethel V. Jones, *art dir.;* John Purpura, *mgr. mech. reprod. dept.*

Lexington Advertising

230 W. 41st St., N. Y. 36. Longacre 5-7850. Henry Rubin, *pres.;* Ted Bunin, *art dir.*

Ley & Sinclair Advertising

420 Market St., San Francisco 11, Calif. Garfield 1-8994. Gaston J. Ley, *pres.;* Francis N. Sinclair, *v.p. & sec.*

Jerry Lichtman Co.
350 Fifth Ave., N. Y. 1. Lackawanna 4-8690.

Edward Lieb Advertising Agency
224 Market St., Newark 2, N. J. Market 3-8885. Edward Lieb, *a.e.*

Lifton, Gold & Asher, Inc.
461 Fourth Ave., N. Y. 16. Murray Hill 9-1313. Harold A. Lifton, *pres.;* Maynard Gold, *v.p. & a.e.;* Leonard Asher, *sec., treas. & a.e.;* Elmer Harper, *art dir.;* Robert Smith, *prod. mgr.;* Marvin Shaw, *a.e.*

Carr Liggett Advertising, Inc.
815 Superior Ave., Cleveland 14, Ohio. Cherry 1-3434. Carr Liggett, *chmn bd., treas. & a.e.;* John F. Wilson, *pres. & a.e.;* Charles S. Schreiber, *art dir.;* Eugene C. Sheeler, *v.p. & a.e.;* John F. Nash, *v.p. & a.e.;* John L. Marting, *rsrch. dir.;* Mary Jane Kenney, *prod. mgr.;* Robert M. Lorz, *pub. rels. A. e.'s:* Myron J. Craver, Robert R. Hum.
Media Dept.: John L. Marting, *dir.*

Sidney Lightstone Advertising
415 Lexington Ave., N. Y. 17. Murray Hill 2-5523.

Liller, Neal & Battle Advertising Agency
Walton Bldg., Atlanta, Ga. Cypress 6521. W. W. Neal, *p.;* C. K. Liller, *p.;* J. L. Battle, *p.;* Richard Hodges, *pub. rels. dir. A. e.'s:* G. L. Watts, H. G. Axelberg, Clay Scofield; Sam Longino, *prod. mgr.;* Baron G. Roberts, *artist.*
Media Dept.: Sarah Williams, *dir.;* Avrilla S. Phillips, *b.;* Pam Tabberer, *b.*
Branch Office:
399½ Madison Ave., N. Y. Plaza 9-6120. Bob Kane, *mgr.* (*media handled through Atlanta office*).

Alfred Lilly Co., Inc.
420 Lexington Ave., N. Y. 17. Murray Hill 3-0038. Alfred Lilly, *pres. & a.e.;* D. M. Lilly, *v.p.;* A. E. Seguin, *sec. & treas.;* Stanley L. Korsun, *prod. mgr.;* A. S. Lilly Jr., Chas. Mosler, *a.e.'s.*

Herbert Lindauer Associates
15 W. 44th St., N. Y. 36. Oxford 7-0987. Herbert Lindauer, *o.*

Emanuel Linder Advertising Agency
1457 Broadway, N. Y. 18. Wisconsin 7-4278. Emanuel Linder, *prop.*

Lindsey & Co., Inc.
8 N. 8th St., Richmond 19, Virginia. 7-3065. Dan W. Lindsey Jr., *pres. & a.e.;* W. Leroy Hoerter, *v.p., tv-rad. dir. & a.e.;* Theodore M. Curtis, *v.p. & a.e.;* Richard E. Gunn, *v.p. & art dir.;* Frank G. Christian, *v.p. & a.e.;* John M. Woodwin, *v.p., cpy. chf. & a.e.;* Richard M. Walden, *sec.-treas.* Dudley H. Wade, Vincent V. Van Beuren Jr., *a.e.'s;* Ralph E. Bivins, *prod. mgr.*
Media Dept.: Dorothy L. Nelms, *b.*

Alfred L. Lino & Associates
1327 9th St. S., St. Petersburg 1, Fla. 7-6750. Alfred L. Lino, *o. & a.e.;* John Servo, *art dir.;* Ted Goerschner, *prod. mgr.;* Frank Loretz, *cpy. dir.;* Ted Burgoyne, *tv & rad. dir.;* Deanne Hutcheson, *rsrch. dir. A. e.'s:* Alfred L. Lino, Frank Wardel, Ted Burgoyne.
Media Dept.: Eli Bunning, *dir.*

Jules Lippit Advertising, Inc.
130 W. 42nd St., N. Y. 36. Wisconsin 7-4861. Jules Lippit, *pres. & art dir.;* Bill Spewak, *prod.;* Carol Bernstein, *cpy.*
Media Dept.: Claire Gambos, *space b.*

Lippman Advertising Associates, Inc.
35 Court St., Buffalo 2, N. Y. Mohawk 4475. Albert Lippman, *pres., treas. & a.e.;* Adele Lippman, *sec.;* Alex DiCarolis, *art dir.;* Janet Helta, *prod. mgr.;* Anita Malcolm, *cpy. chf., tv dir. & a.e.*
Media Dept.: Albert Lippman, *dir.*

Lipson Advertising Agency
731-32 Lemcke Bldg., Indianapolis 4, Ind. Melrose 2-5050. Maurice G. Lipson, *o. & operator.*

Litman, Stevens & Margolin
2201 Grand Ave., Kansas City 6, Mo. Ba 1-2996-7. Marvin W. Litman, *pres.;* Marian Margolin, *v.p., sec. & rsrch. dir.;* Raymond L. Jones, *art dir.;* Harry Conwell, *prod. mgr.;* Lou Ann Ryan, *cpy. chf.;* Lee Vogel, *tv & rad. dir.;* Irene Nowell, *publ. dir.;* Robert Shaw, *pub. rels. dir.;* Ruth Gilmore, *personnl. dir. A. e.'s:* Syl Sher, Robert L. Hoffman, Stanley H. Litman, David Litman.
Media Dept.: Lee Vogel, *tal. b.*

Little & Co.
3719 Wilshire, Los Angeles 5, Calif. Dunkirk 9-1267. Gaybert Little, *o.;* D. F. Harbridge Jr., *mgr.;* J. G. McCreary, *a.e.*

Ross Llewellyn, Inc.
228 N. LaSalle St., Chicago 1, Ill. State 2-4365. Ross Llewellyn, *pres. & a.e.;* Tom J. Montgomery, *v.p., rad. dir. & a.e.;* Edward M. Papp, *v.p. & a.e.;* Harry C. Llewellyn, *sec., treas.;* Edwin M. Long, *art dir. & prod. mgr.*
Media Dept.: Harry C. Llewellyn, *space b.*

Lloyd Advertising, Inc.
209 Washington St., Boston 8, Mass. Lafayette 3-8090. Frank C. Gardner, *pres.;* Joseph Blue, *v.p.;* John Kurkjian, *treas.;* Robert Feindle, *prod.;* Warren Manning, *art dir.*

Lloyd Advertising, Inc.
325 Grace Pittman Bldg., Fayetteville, N. C. 2-7173. L. W. Allen, *pres.;* Alton G. Murchison, *v.p.*

Paul Locke Advertising, Inc.
216 W. 4th St., Tulsa, Okla. Diamond 3-3878. Paul Locke, *pres. & a.e.;* Tom Tripp Jr., *v.p. & a.e.;* Lynn Locke, *sec. & treas.;* Jim Wainner, *art dir.;* Tom Long, *cpy. chf. & a.e.*
Media Dept.: Donna Grindstaff, *dir.*

Jesse Loeb Advertising
Southern Bldg., Washington 5, D. C. National 2014.

Lester Loeb Advertising
25 W. 45th St., N. Y. 36. Judson 6-8488. Lester Loeb, *o.;* Rosalie Glimcher, *prod. mgr.*

R. M. Loeff Advertising, Inc.
Engineers Bldg., Chicago 6, Ill. Andover 3-0395. Ralph M. Loeff, *pres.;* Aaron Adler, *v.p., treas. & a.e.;* H. Loeff, *sec.;* Geoffrey Warner, *art dir.;* Mary Polcin, *prod. mgr.;* Marcella Hans, *cpy. chf.;* Alfred Collins, *a.e.*
Media Dept.: Judith Rubin, *dir. & space b.*

Loewy, Stempel Advertising, Inc.
95 Madison Ave., N. Y. 16. Murray Hill 5-2410. Henry H. Loewy, *pres. & a.e.;* Irving R. Stempel, *sec., treas. & a.e.;* Howard Curveron, *art dir.;* Barbara Perlman, *a.e.*

Dudley L. Logan Advertising
304 S. Ardmore Ave., Los Angeles 5, Calif. Du 2-8471. Dudley L. Logan, *o. & a.e.;* James L. Strahan, *a.e.;* C. Scholefield, *art dir.*
Media Dept.: B. Murphy, *dir.*

London Advertising
60 Park Pl., Newark 2, N. J. Mitchell 3-7952. Louis London, *pres. & a.e.;* Morris London, *sec. & a.e.;* Nat London, *v.p. & a.e.;* Martin B. Cohen, *art dir.;* Allen J. London, *prod. mgr.;* Albert E. Hebert, *cpy. chf.*
Media Dept.: Allen J. London, *dir.*

Long Advertising, Inc.
681 Market St., San Francisco, Calif. Garfield 1-4244-5-6. Clark Lawrence, *v.p. & mgr. A. e.'s:* James T. Stevenson, Charles G. Gordon.
Branch Offices:
19 N. Second St., San Jose 13, Calif. Cypress 3-1194-5-6. Alvin Long, *pres. & a.e.;* Gertrude B. Murphy, *v.p., tv & rad. dir. & a.e.;* Clark W. Lawrence, *v.p. & a.e.;* Gael Douglass, *v.p. & a.e.;* Wayne Lenz, *sec., treas. & prod. mgr.;* Russell Keever, *art dir.;* Thomas J. Faust, *v.p. & a.e.;* Chas. C. Wynn, *a.e.*
Media Dept.: Gertrude V. Murphy, *b.*
752 Fulton St., Fresno 1, Calif. 6-0617. Duane Zamzow, *v.p. & mgr.*

Long-Haymes Advertising Agency
500-501 Reynolds Bldg., Winston-Salem, N. C. 3-3616-7. Curtis E. Long, *p.;* Joseph A. Haymes, *p.;* Austin H. Carr, *a. superv.;* Camillus B. Willett, *prod. mgr.;* William A. Walker, *art dir.*
Media Dept.: Dorothy B. Murchison, *b.*

W. E. Long Co.-Independent Bakers Cooperative
188 W. Randolph St., Chicago 1, Ill. Randolph 6-4606. Frank C. Summy Jr., *pres.;* E. E. Hanson, *gen. mgr.;* William L. Goodman, *dir. adv. & a.e.;* J. A. Smith,, *dir. sls. & a.e.;* R. A. Gilbertz, *rsrch. dir. & a.e.;* F. B. Leonard, *prod. mgr. & a.e.;* P. E. Beem, *art dir.;* David R. Hayes, *tv-rad dir. & a.e.;* Jordan Krimstien, *tv art dir.;* Joyce Swartz, *cpy.*
Media Dept.: R. A. Gilbertz, *dir. & space b.;* John Pesich, *tb. & tal. b.*

Longden-Regan Service, Inc.
93 Centre St., Brockton 35, Mass. Brockton 1070. Frederick Regan, *pres. & treas.;* Mrs. Frederick Regan, *v.p.;* J. J. Cronin, *sec.*
Media Dept.: Ellen M. Regan, *dir. & space b.*

Lookout Advertising Agency
1084 Duncan Ave., Chattanooga 4, Tenn. 9-3219. Carl L. Gibson, *mgr.-prod. mgr.;* Ben Hampton, *art dir.;* W. H. Douglass, *cpy. chf.;* Tom Erwin Jr., *publ. dir. & a.e.;* Paul Gensheimer, *rsrch. dir.;* Margaret McMahon, *libr. A.e.'s:* Bart Leiper, E. F. Steiner, W. R. Smith.
Media Dept.: Bart Leiper, *space b.;* Joe E. Broadway, *tb.*

John M. Lord & Co., Inc.
11 Beacon St., Boston 8, Mass. Lafayette 3-6545. John M. Lord, *pres. & treas.;* Sumner H. Freedman, David L. Bens, *a.e.'s.*

Robert S. Lord Co.
439 Summit Ave., Eau Claire, Wis. 2-3554. Marion S. Ferguson, *a.e.*

Lott Advertising Agency
B'way at 11th St., P.O. Box 1107, Santa Monica, Calif. Exbrook 6-4018. Davis Lott, *pres., tr-rad. dir. & a.e.;* Don Brown, *v.p.;* A. P. Lott, *sec.-treas.*

Henry A. Loudon Advertising, Inc.
705 Statler Bldg., Boston 16, Mass. Hubbard 2-2950. Henry A. Loudon, *chmn bd.;* Lendell A. Layman, *pres.;* Clifford Stubbs, *v. chmn bd.;* John J. Neville, *treas.;* Ernest C. Clark Jr., *v.p. & rsrch. dir.*
Media Dept.: Ernest C. Clark Jr., *b.*

R. E. Lovekin Corp.
200 N. 15th St., Philadelphia 2, Pa. Rittenhouse 6-4672-3. R. E. Lovekin, *pres., rsrch. dir. & a.e.;* W. H. Lovekin, *v.p. & treas.;* R. E. Lovekin Jr., *sec. & a.e.;* Harry Weid, *art dir.;* David A. Lovekin, *prod. mgr. & a.e.;* N. Bierlin, *publ. dir.;* Andrew Phillips, *a.e.*

Lowe & Hall Advertising
600 News Bldg., Greenville, S. C. 5-7489. Sidney L. Lowe, *p., a.e.;* Elliott H. Hall Jr., *p. a.e.;* William A. Leslie, *a.e.;* Harold E. Wooldridge, *art dir.;* Betty G. Gaze, *sec.;* Ralph Benoy, *prod.*
Media Dept.: Mary F. Mason.

Lowe & Stevens
685 W. Peachtree St. N.E., Atlanta 8, Ga. Trinity 2-9694. Robert C. Lowe Jr., *p.;* John H. Stevens, *p.;* Jules Clyde Gerding, *v.p.*
Media Dept.: Audrey Jones, *dir.*

Mortimer Lowell Co., Inc.
369 Lexington Ave., N. Y. 17. Murray Hill 5-6100. Mortimer Lowell, *pres. & treas. V.p.'s:* Bruce Lowell, Ronald Q. Lowell; Florence Lowell, *sec.*

Lucerna Co., Inc.
17 E. 45th St., N. Y. 17. Murray Hill 2-7267. Emanuel Goldman, *pres. & rad. dir.;* Louis J. Kuester, *art dir.;* R. Ellis, *prod. mgr.*

Robert Luckie & Co., Inc.
#11, Office Park, Mountain Brook, Birmingham 9, Ala. Robert Luckie, *pres. & treas.;* J. Morgan Smith, *v.p. & pub. rels. dir.;* John Forney, *v.p. & tv-rad. dir.;* Revis Brasher, *v.p. & art dir.;* Bette Wilson, *sec. & m. dir.; A. e.'s:* A. F. Mansbach, R. D. White, Robert Luckie, J. Morgan Smith, John Forney; John F. Seay Jr., *jr. a.e.;* D. B. Wade, *creat. dir.;* W. L. Dix, *prod. mgr.;* Anne Chace, *cpy. chf.;* Bette Wilson, *m. dir. & b.*

Luckoff & Wayburn, Inc.
320 W. Lafayette, Detroit 26, Mich. Louis H. Luckoff, *pres., treas. & a.e.;* Leon S. Wayburn, *exec. v.p. & a.e.;* S. E. Vehon, *sec. & cpy. chf.;* Charles E. Thier, *art dir.;* Kurt Scheuer, *prod. mgr.;* Gerald J. Weipert, *tv-rad. dir. A. e.'s:* Robert L. Greene, Robert Goldfarb.
Media Dept.: Edith M. Rose, *dir.;* Gerald J. Weipert, *tb.;* Robert L. Greene, *space b ;* Alan Luckoff, *tb.*

Earle Ludgin & Co.
121 W. Wacker Dr., Chicago 1, Ill. Andover 3-1888. Earle Ludgin, *chmn bd.;* Vincent R. Bliss, *pres.;* John H. Willmarth, *exec. v.p. V.p.'s:* John H. Bacter, J. Edwin Chapman, Jane D. Borah, George A. Rink, Ralph E. Whiting, Clifford R. Schaible, Fred Klein, Raymond A. Phelps; Edward Ernstein, *sec.;* Margaret Feely, *ass't sec.;* William S. Robinson, *v.p. & rsrch dir.;* Kenneth Mason, *v.p. & admin. ass't;* Fred Klein, *v.p.;* Raymond A. Phelps, *v.p.*
Media Dept.: Raymond A. Phelps, *dir.;* Jane Daly Borah, *exec. in chg.;* Ruth Babick, *hd. tb. tv & rad.;* Marilyn Bielefeldt, Katherine Morgan, *tbs. tv & rad.*

Lund & Willett
343 S. Dearborn St., Chicago 4, Ill. Wabash 2-1137. Richard G. Lund, *p.;* Paul Y. Willett, *p.*

John Mather Lupton Co., Inc.
420 Lexington Ave., N. Y. 17. Murray Hill 9-0950. John Mather Lupton, *pres., treas. & a.e.;* Ralph Sadler, *v.p., cpy. chf. & a.e.;* William T. Murphy, *art dir.;* Nat Waterston, *prod. mgr.;* Paul M. Platzman, *publ. dir. A. e.'s:* Jack How, Roy Schumacher, Fred Brewster, Arthur Clark.
Media Dept.: Louise Dykes, *dir.*

Robert Lurie, Inc.
1207 Delmar Blvd., St. Louis 3, Mo. Chestnut 1-1160. Robert Lurie, *pres., rad. dir. & a.e.;* Ruth Lurie, *v.p.;* H. Herbert Torgove, *prod. mgr. & a.e. A. e.'s:* Simon Becker, Haskell Schwartz.

E. J. Lush, Inc.
207 Orange St., New Haven 10, Conn. Main 4-4257. Edw. J. Lush, *pres., treas. & a.e.;* J. E. Lush, *sec.;* R. S. Winship, *a.e.*

L. Charles Lussier, Inc.
Michigan Bldg., Detroit 26, Mich. Wo 1-1506. L. Charles Lussier, *pres.;* W. J. Lussier, *sec., treas. & prod. mgr.*
Media Dept.: L. Charles Lussier, *space b.*

Lustig Advertising Agency
789 Old Arcade, Cleveland 14, Ohio. Cherry 1-4510. Leroy F. Lustig, *o. & pres.*
Media Dept.: Emil J. Kenney, *superv., prod. mgr. & art dir.;* Leroy F. Lustig, *space b.;* Peggy Miller, *tb. & tv-rad. dir.*

Harry Arthur Lyles Advertising
Box 4228, Washington 12, D. C. Juniper 8-9898. Harry Arthur Lyles, *pres. & creat. dir.;* K. M. Durkin, *sec.*

Lynch, Hart & Stockton Advertising Co.
25 S. Bemiston, St. Louis, Mo. Parkview 7-8867. Richard C. Lynch, *pres. & treas.;* John T. Hart, *sr. v.p. & sec.;* Richard B. Stockton, *v.p. & cpy. dir.;* Robert J. Woltering, *v.p. & rsrch. dir.*
Media Dept.: Robert J. Woltering, *dir.*

George I. Lynn Advertising
681 Market St., San Francisco 5, Calif. Exbrook 2-0377. George I. Lynn, *pres.;* Adele Buck, *sec. & prod. mgr. A. e.'s:* M. S. Andrews, William Barron, O. P. Monahan.

Lynn Organization
15 S. Franklin St., Wilkes-Barre, Pa. Valley 2-7182. S. C. B. Lynn, *o. & a.e.;* D. A. Smith, *a.e.;* W. E. Skrinak, *a.e.;* M. W. Fields, *rsrch. dir.;* C. L. Steyer, *art dir.*
Media Dept.: W. P. McLaughlin Jr., *dir. & b.*
Branch Office:
51 E. 42nd St., N. Y. 17. Murray Hill 2-4048.

Lynn-Western, Inc.
6901 Melrose, Los Angeles 38, Calif. We 5-3040. Norman Lynn, *pres.;* Shirley Lynn, *sec. & treas.*

Lyon Agency
293 8th St., San Francisco 3, Calif. Market 1-2620. Dwight E. Lyon, *o.*

S. Duane Lyon, Inc.
9 E. 55th St., N. Y. 22. Murray Hill 8-0610. S. Duane Lyon, *pres., treas., cpy. chf. & a.e.;* William J. Folkart, *v.p. & art dir.;* M. R. Pelletier, *sec.;* George B. Borden, *prod. mgr. A.e.'s:* Charles J. Cutajar, Frederick C. Bruns.

W. D. Lyon Co.
303 Second Ave. S.E., Cedar Rapids, Iowa. 4-2451. W. D. Lyon, *pres.;* Robert Creswell, *v.p.;* Robert P. Ames, *rsrch. dir.*
Media Dept.: Robert P. Ames, *exec. in chg.;* Mrs. Eileen W. Burns, *b.*
Branch Office:
373 Orpheum Electric Bldg., Sioux City, Iowa. 5-4428. Don Carlos, *mgr. & a.e.;* Robert D. Colburn, *tv-rad. dir.*

Lyons Advertising
117 S. Washington St., North Attleboro, Mass. 8-0017. Walter F. Lyons, *pres. & a.e.;* Philip R. Jones, *exec. v.p. & a.e.;* Eleanor M. Courtney, *sec. & treas.;* John J. Kupstas, *prod. mgr.;* Clinton B. Grimm, *art dir.*

MacCowan Advertising
600 Waukegan Rd., Glenview, Ill. Glenview 4-0661. Hervey L. MacCowan, *o.;* E. R. Mac Cowan, *sec.-treas.*

MacDonald Advertising
914 Grand Ave., Des Moines 9, Iowa. 2-3941. A. W. MacDonald, *o.*

Arthur R. MacDonald, Inc.
400 W. Madison St., Chicago 6, Ill. Randolph 6-3848. Arthur R. MacDonald, *a.e.;* L. E. Ahlswede, *v.p., sec. & a.e.;* Verga M. Tennert, *ass't treas.;* Richard Stanley, *prod. mgr. & a.e.;* Ernest D. Karroll, *art dir.*

Media Dept.: Katherine Berner, *dir. coordntr.*

MacDonald-Cook Co.

Sherland Bldg., South Bend 1, Ind. 3-8244. C. A. MacDonald, *pres., treas. & a.e.;* Glen E. Miller, *v.p. & art dir.;* Edward S. Lanning, *v.p., cpy. chf. & a.e.;* Fred Champaigne, *prod. mgr.;* Virgil A. Lynch Jr., *publ. dir. & a.e.;* Robert D. Ecklund, *tv-rad. dir. & a.e.;* Ted Carroll, *ass't publ. dir.;* C. D. Elliott, *personnl. dir.;* Fred Swansen, *a.e.*

Branch Office:
360 N. Michigan Ave., Chicago 1, Ill. Andover 31224. Arthur W. Ramsdell, *v.p.;* Fred Swansen, *off. mgr.*

Mace Advertising Agency, Inc.

408 Fulton St., Peoria 2, Ill. 6-0771-2. J. F. Fellay, *pres. & art dir.;* R. W. Steele, *v.p.;* R. F. Voss, *v.p., tv-rad. dir. & a.e.;* J. R. Shullaw, *v.p. & cpy. chf.;* R. D. Heubach, *sec.-treas.;* R. W. Keith, *prod. mgr.*

MacFarland, Aveyard & Co.

33 N. Michigan Ave., Chicago 1, Ill. Randolph 6-9360. Hays MacFarland, *chmn bd.;* A. E. Aveyard, *pres.;* Allen B. Discus, *sr. v.p. & a.e.;* Walter Power, *v.p. & a.e.;* David Stotter, *v.p. & a.e.;* George Stokes, *v.p. & a.e.:* Robert Byars, *v.p. & a.e.;* Walter Schaff, *v.p. & a.e.;* George Drake, *v.p. & cpy. chf.;* William Christopher, *v.p. & prod. mgr.;* Rom Rigotti, *v.p. & art dir.;* James C. Shelby, *v.p. & tv-rad. dir.;* William B. Goodrich, *ass't dir. tv & rad.;* Herbert M. Johnson, *creat. dir. tv & rad.;* Robert K. Byars, *v.p. & a.e.;* George Stokes, *v.p. & a.e.;* William Bradley, *rsrch. dir.;* Jack Terry, *treas.;* Beryle Knobbe, *sec.*

Media Dept.: Alfred Trude Jr., *dir.;* Beverly Hicks, *tb.;* Delores Starr, *tb.;* Paul Allen, *space b.*

Mack-Wharton Advertising

7024 Melrose, Los Angeles 38, Calif. We 85187. Don L. Mack, *p.;* John A. Wharton, *p.;* J. Bottenfield, *prod. mgr.*

W. B. MacKenney & Bert Shontz, Inc.

Keene Rd., Philadelphia 2, Pa., R.D. No. 4, Telford, Pa. Lo 7-4472. W. B. MacKenney, *pres. & a.e.;* Bert Shontz, *v.p., treas., publ. dir., prod. mgr. & a.e.;* Stanton B. Goldman, *v.p. chg. new bus. & a.e.;* L. A. Shontz, *sec.;* Russell Henderson, *art dir.;* Gloria Lorch, *cpy. chf. & rad. dir. A. e.'s:* Robert Brodsky, Judy Powell.

Media Dept.: Bert Shontz, *tb.*

Mackes & Taylor

529 Hamilton St., Allentown, Pa. Hemlock 2-6481. Joseph Appalucci, *art dir.;* Dorothy F. Boltz, *assoc. art dir.;* Barbara Berg, *prod. mgr.;* Lucy Jane Tanaglia, *cpy. chf.;* Richard N. Taylor, *creat. dir.;* Ann Schlegel, *rsrch. dir.;* Loretta Leiby, *libr.;* Warren L. Mackes, *a. superv. A. e.'s:* Harry Hinckley, Joseph R. Gatti.

MacLaughlin Advertising Agency

601 Ellicott Sq., Buffalo 3, N. Y. Mohawk 5703. F. R. MacLaughlin, *o.;* Helen Malanowicz, *a.e. tv.*

Media Dept.: Helen Malanowicz.

MacLean Advertising Agency, Inc.

207 E. 37th St., N. Y. 16. Murray Hill 7-3774. Theodore M. Seller, *pres.;* Lorne Cole, *sec.-treas.*

MacManus, John & Adams, Inc.

Bloomfield Hills, Mich. Midwest 6-1000. Ernest A. Jones, *pres.;* John R. MacManus, *exec. v.p.;* James F. Adams, *exec. ass't to pres.;* Hovey Hagerman, *Sr. v.p. V.p.'s:* Elmer W. Froehlich, Armin Seiffert, William B. Bachman Jr., Robert L. Garrison, Frank T. Skinner, William J. Whiting; Fred J. Hatch, *v.p. & gen. mgr.;* Leo A. Hillebrand, *v.p., sec. & treas.;* Glenn J. Frost, *v.p. & art dir.;* Kenneth H. MacQueen, *v.p. & prod. mgr.;* Donald E. Jones, *rsrch. dir.*

Media Dept.: Elmer W. Froehlich, *dir. Ass't dirs.:* Robert J. Heckenkamp, Albin F. Yagley; Charles N. Campbell, *tb.;* Armin Seiffert, *art b.*

Branch Offices:
444 Madison Ave., N. Y. 22. Plaza 9-3221. Henry G. Fownes, *v.p. & mgr.;* Cal J. McCarthy Jr., *v.p. & a. superv.;* Gene Gramm, *creat. dir.;* Henry Halpern, *rsrch. dir.;* Mark Lawrence, *tv & rad. dir.;* David N. Stead, *art dir.;* Harold F. Lewis, *prod. mgr.;* Thomas W. Brewer, *bus. mgr. A. e.'s:* Cal J. McCarthy Jr., Gene Gramm, H. Bridgman Griswold, David Nutt, John E. O'Brien, Roger C. Bumstead.

Media Dept.: Roger C. Bumstead, *dir.;* Dorothy J. Hamley, *tb.;* Mrs. Louise Riley, *art b.*

6399 Wilshire Blvd., Los Angeles 48, Calif. Webster 3-9569. Robert Guggenheim, *mgr.*
1364 Russ Bldg., San Francisco 4, Calif. Garfield 1-3041. Jack R. Holmes, *mgr.*
Texas National Bank Bldg., Houston 2, Tex. Capital 4-7274. Robert J. McCarthy, *mgr.*
MacManus, John & Adams of Canada, Ltd., 600 University Ave., Toronto 2, Ont., Can. Empire 2-1366. Leslie S. McMahon, *mgr.*

Margaret Macy Advertising Co.

30 E. 60th St., N. Y. 22. Plaza 9-2229. Margaret Macy, *o. & a.e.;* Arthur Finch, *cpy. chf.;* Louis Eude, *art dir.*

Media Dept.: Arthur Finch, *dir.*

Madison Advertising Agency, Inc.

310 W. Washington Ave., Madison, Wis. 6-2080. Fred A. Rickli, *pres. & a.e.;* Fred W. Hinickle, *v.p. & a.e.;* Lyman Frazier, *sec.;* Kenneth Parks, *art dir., treas. & a.e.;* Edgar Mercer, *cpy. chf. & publ. dir.;* Fred J. Crowl, *tv dir. & a.e.*

Media Dept.: Judy Reinitz, *space b.*

Madison Advertising Co., Inc.

400 Madison Ave., N. Y. 17. Plaza 9-3200. Joseph Glicksman, *pres. & a.e.;* Wm. Glicksman, *v.p. & sec.;* David R. Gibson, *treas. & a.e.;* Allen Glicksman, *art dir.;* Philip J. Gibson, *ass't art dir.;* Robert Cone, *cpy. chf.* & a.e.; Renee Long, *fash. dir.*

Media Dept.: Evelyn L. Price, *dir. & space b.*

Maercklein-Nelson Advertising Agency

525 E. Michigan St., Milwaukee 2, Wis. Broadway 6-9844. Robert W. Maercklein, *p. & a.e.;* Carl E. Nelson, *p., tv-rad. dir. & a.e.;* William Portz, *treas.;* William F. Eisner, *art dir. & a.e.;* Florence Felker, *cpy. chf.;* Art Barnes, *prod. mgr.;* Diane Patterson, *rsrch. dir.*

Media Dept.: Carl E. Nelson, *tb. & tal. b.;* Robert W. Maercklein, *dir. & space b.*

Al Maescher Advertising, Inc.

25 S. Bemiston, Clayton 5, Mo. Parkview 7-6981. A. Maescher Jr., *pres.;* Gene F. Murray, *senior v.p.;* Joan Conrey, *tv & rad. dir.*

Media Dept.: Gene F. Murray.

Magnussen Advertising Agency

1714 W. T. Waggoner Bldg., Ft. Worth 2, Tex. Ed 2-1145. H. A. Magnussen, *o.;* Forest Newman, *art dir.*

David J. Mahoney, Inc.

261 Madison Ave., N. Y. 16. Oxford 7-0480. David J. Mahoney, *pres., treas. & a.e.;* George C. Neumann, *v.p. & a.e.;* David B. McCall, *v.p.;* Miss Winifred J. Kemp, *sec. & personnl. dir.;* Alexander Toczko, *art dir.;* John O. Doern, *prod. mgr.;* David B. McCall, *creat. dir.;* Harriet Hengge, *rsrch. dir.*

Mahoney & Howard, Inc.

107 E. 38th St., N. Y. 16. Lexington 2-3822. A. Howard, *pres.;* Peter Sebastian, *v.p. chg. forgn. adv.;* A. Grande, *art dir.*

Mahool Advertising, Inc.

914 N. Charles St., Baltimore 1, Md. Plaza 2-3616. Katherine H. Mahool, *pres.;* Robert D. Myers, *v.p.;* Helen B. Asher, *treas.*

Media Dept.: Robert D. Myers.

Jay H. Maish Co.

400 S. Main St., Marion, Ohio. 2-1191. Jay H. Maish, *pres.;* Perry Bachelder, *exec. v.p. & a.e.;* Robert Byrd, *exec. v.p. & a.e.;* Clavin Arnold, *v.p. & a.e.;* Clifford Boettcher, *v.p. & a.e.;* Jay H. Maish Jr., *sec-treas., gen. mgr. & a.e.;* Robert A. Fees, *art dir.;* Moiselle Peterson, *libr. A. e.'s:* Barney Bigler, J. Gordon Bruun, James Gallant, Ralph Heischman, George Knepper, John Morris, Neil Phillips, George Scott, Bob Smith, Bob Sullivan.

L. G. Maison & Co.

221 N. La Salle St., Chicago 1, Ill. Fr 2-0545. L. G. Maison, *o.;* Harry Brenner, Raymond Hertwig.

Majestic Advertising Agency

5008 Greenville Ave., Dallas, Tex. Forest 87541. L. H. Towner, *mgr.*

Malap Advertising Agency

Baltimore Bldg., Kansas City 6, Mo. Victor 4232. Joseph Lapides, *pres. & cpy. chf.;* G. Milo, *art dir.*

Media Dept.: S. Raskin, *space b.;* Richard Lapides, *tb.*

Malcolm Advertising Agency

316 Marion Bldg., 1276 W. 3rd St., Cleveland 13, Ohio. Tower 1-1713. H. R. Malcolm, *pres. & a.e.;* E. M. Malcolm, *sec.;* Jack T. Myers, *prod. mgr.;* Robert Doyle, *prod. mgr. & a.e.*

Media Dept.: H. R. Malcolm, *space b.*

Malcolm-Howard Advertising Agency

203 N. Wabash Ave., Chicago 1, Ill. Andover 3-0022. Arthur M. Holland, *o. & a.e.;* Arthur

Anderle, *art dir.*; William Bent, *cpy. chf. Tv & rad. dept.*: Alden Richman, Dale Kocirik, Edward Drucker; Stewart Sherling, *publ. dir. A. e.'s:* Max G. Holland, H. A. Barkun.

Media Dept.: Evelyn Burke, *tb.*

R. Malcolm & Associates, Inc.

11th Ave. & Ohio St. (P.O. Box 304) Evansville 4, Ind. Harrison 5-1323. R. Malcolm, *pres.*; Ruth Maness, *sec.*; Connie Bussing, *art dir.*; Howard Nichol, *prod. mgr.*; Helen Delker, *a.e.*

David Malkiel Advertising, Inc.

8 Newbury St., Boston 16, Mass. Copley 7-5980. Martha Brest, *sec.*; Julian Malkiel, *treas., prod. mgr. & a.e.*; Paul Bellinger, *art dir.*; Martin Kadis, *a.e.*

Malone, Moore Associates

Grand Central Terminal Bldg., N. Y. 17. Murray Hill 4-5895. Lawrence G. Malone, *p.*; Eugene W. Moore, *p.*; Edith Marriott, *sec.*; Lillian Soskin, *treas.*

Norman Malone Associates, Inc.

161 Ash St., Akron 8, Ohio. Fr 6-6148. Norman E. Malone, *pres. & a.e.*; Dana E. Turner, *sec. & treas.*; D. W. Scott, *gen. mgr. & a.e.*; R. S. Brown, *cpy. chf.*; S. A. Nelson, *art dir.*; Kenneth W. Hawkins, *prod. mgr.*; Lincoln Hackim, *publ. dir. & a.e. A. e.'s:* H. P. Drake, H. P. Stitzlein.

Media Dept.: H. P. Stitzlein, *dir.*

J. Gordon Manchester Advertising, Inc.

1726 Pennsylvania Ave., N.W., Washington 6, D. C. Metropolitan 8-0060. J. Gordon Manchester, *pres.*; Richard P. Ehst, *v.p.*

Media Dept.: Richard T. Williams, *dir., tb. tv-rad.*; M. A. Thomas, *b. print.*

Manchester-Williams-Kreer, Inc.

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Media Dept.: George McGivern, *dir.*

Mandabach, Marthens & Simms, Inc.

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M. Mandel & Co.

17 Academy St., Newark 2, N. J. Market 3-2605. Morton Mandel, *pres.*; Shirley Mandel, *sec.*; Valerie Cummings, *prod. mgr.*

Lee Mandell Co.

100 W. 42nd St., N. Y. 36. Wisconsin 7-3840. Lee Mandell, *pres., prod. mgr.*; Edith Lelchuk, *sec.*; Stan Sternbach, *art dir.*

Media Dept.: Lee Mandell, *space b.*

Manhattan Advertising, Inc.

225 W. 57th St., N. Y. 19. Plaza 7-3340. Eugene L. Friedman, *pres.*; Robert J. Friedman, *v.p. & a.e.*; Arthur Schindler, *art dir.*; Irving Frisch, *a.e.*

Media Dept.: James Collins, *b.*

Conklin Mann Co., Inc.

342 Madison Ave., N. Y. 17. Vanderbilt 6-5577. Conklin Mann Sr., *chmn*; Conklin Mann Jr., *pres. & a.e.*; Richard Mann, *exec. v.p., sec.-treas. & a.e.*; Henry C. Pendzick, *v.p. & prod. mgr.*; Henry Carleton, *v.p., cpy. chf. & a.e.*; Nathaniel Mann II, *v.p.*; Phillip Meyer, *art dir. A. e.'s:* Earl C. Edgar, Roy Gorski, Taylor Adams, Peter Hahn.

Media Dept.: Richard Mann, *dir.*; Robert Palmer, *space b. & tb.*

Mann-Ellis, Inc.

65 E. 55 St., N. Y. 22. Plaza 1-2323. Kurt J. Mann, *chmn bd., pres., treas. & a.e.*; Norman S. Brett, *rad. dir. & a.e.*; Don Davis, *v.p., rsrch. dir. & a.e.*; Frank E. Persky, *cpy. chf.*; Emanuel Schary, *art dir.*

Mann Advertising Co., Inc.

1646 Wilshire Blvd., Los Angeles 17, Calif. Dunkirk 2-1179. Wentworth W. Mann, *pres.*; Frederic T. Mayer, *a.e.*

Media Dept.: Margaret Halladay, *space b.*

Manning Advertising, Inc.

19 W. 44th St., N. Y. 18. Murray Hill 2-7817. Fred Stern, *pres., personnl. dir. & a.e.*; Arthur Horowitz, *treas., cpy. chf. & a.e.*

Media Dept.: Arthur Horowitz, *dir.*

Michael Mannion Advertising

185 N. Wabash Ave., Chicago 1, Ill. Michael H. Mannion, *pres.*; H. Ostwald, *v.p. & sec.*

Lloyd Mansfield Co., Inc.

110 Pearl St., Buffalo 2, N. Y. Washington 3-2762. Lloyd Mansfield, *pres. & treas.*; Milton Hilbrecht, *art dir.*; John H. Mansfield, *sec. & a.e.*; Robert L. Mansfield, *v.p. & a.e.*; John Hubbs, *prod. mgr.*; Robert Cahoon, *cpy. chf.*

Media Dept.: John H. Miller, *tb.*

Manson-Gold-Miller, Inc.

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Media Dept.: Rose Midanek, *dir., space b. & tb.*

Marcus Advertising Agency, Inc.

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Media Dept.: Donald H. Marcus.

Allan Marin & Associates, Inc.

624 S. Michigan Ave., Chicago 5, Ill. Webster 9-4818. Allan Marin, *pres.*; Leonard Marin, *v.p.*; Margaret Gunakis, *sec.*; Ralph Chase, *art dir.*; Douglas Youngquist, *art*; Berny Storey, *prod.*

Media Dept.: Donna Hanson, *dir.*

Mark Advertising, Inc.

1587 Irving St., Rahway, N. J. Fulton 1-0331. Alfred L. Christoffers, *pres.*; Robert A. Bond, *v.p.*; Priscilla S. Christoffers, *sec.*; Pauline Reilly, *art dir.*

Media Dept.: Robert A. Bond, *dir.*

Emil Mark & Co.

130 E. 40th St., N. Y. Lexington 2-0628. Emil H. Mark, *pres.*; R. B. Shea, *v.p. & treas.*; Margaret Dennis Bader, *prod. mgr.*; C. H. Frederick, *a.e.*

Mark, Simeon & Renard, Inc.

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Marketing & Advertising Associates

Penn Square Bldg., Philadelphia 7, Pa. Locust 7-4010. Albert A. Eisenstat, *o.*

Media Dept.: Ben Arie, *dir.*

C. R. Markham Advertising

1366 Greenleaf Ave., Chicago 2, Ill. C. R. Markham, *pres.*; L. E. Markham, *sec.-treas.*; June Carr, *art dir.*; S. M. Markham, *prod. mgr.*

George A. Marklin & Associates

Arcade Bldg., St. Louis 1, Mo. Central 1-4090. George A. Marklin, *pres.*

Marks-Aiken Co., Inc.

110 W. 40th St., N. Y. 16. Lackawanna 4-3895.

D. A. Marks Advertising Agency

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Media Dept.: Ruth Schumaker.

Marks & Neese Advertising, Inc.

890 Milner Bldg., Jackson 5, Miss. 3-1691. Gordon W. Marks, *pres.*; Lang Dickinson, *v.p. & art dir.*; Earle Bezard, *v.p. & prod. mgr.*; Carroll Brinson, *v.p.*; R. F. Donohoe, *sec.*; Sutton Marks, *a.e.*

Robert M. Marks Co., Inc.

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Media Dept.: Dorothy J. Scherer, *dir.*

Robert L. Marloff, Inc.

Republic Bldg., Pittsburgh 12, Pa. Allegheny 1-7257. Robert L. Marloff, *pres.*; Gladys M. Marloff, *sec.*

Rick Marrus & Associates

192 Lexington Ave., N. Y. 16. Murray Hill 4-5650. Rick Marrus, *p., cpy. chf. & a.e.*; E. R. Marrus, *p.*; Paul Brent, *art dir. & prod. mgr. A. e.'s*: Elsie Marrus, Elliott Marrus, I. Rubin.

Media Dept.: F. V. Flanagan, *dir. & space b.*

Marschalk & Pratt Div. of McCann-Erickson, Inc.
460 Park Ave., N. Y. 22. See McCann-Erickson, Inc.

Terrill Belknap Marsh Associates
480 Lexington Ave., N. Y. 17. Eldorado 5-4569. Terrill Belknap Marsh, *p. & rad. dir.;* Alva D. B. Marsh, *p. & art dir.;* Robert R. Larsen, *prod. mgr. & a.e. A. e.'s:* Norman E Knudson, Vera Berg, Schuyler Patterson.
Media Dept.: Terrill Belknap Marsh, *space b.*

Harold Marshall Advertising Co., Inc.
171 Madison Ave., N. Y. 16. Murray Hill 6-5652. Harold Marshall, *pres., cpy. chf. & a.e.;* Allan Borows, *art dir.;* Ruth C. Marshall, *a.e.*

Howard E. Marshall Advertising
300 E. Market St., York, Pa. 7401. Howard E. Marshall, *p. & a.e.;* Nevin Stetler, *p.;* William E. Crowder, *art dir.;* Barry Aubitz, *prod. mgr.;* Margaret L. Fair, *off. mgr. A. e.'s:* Sherman J. Collins.

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Media Dept.: Bernard A. Beggan, *dir.;* Elaine A. Kortas, *assoc. dir.*
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11 E. 36th St., N. Y. 16. Murray Hill 6-4870. H. L. Fisher, *chmn bd. dirs.;* H. H. Sharman, *exec. v.p. V.p.'s:* E. C. Mayer, Robert A. Browne, Samuel Wildfeir, Julian Gran; D. M. Howell, *prod. mgr.;* Eugene F. Cole, *art dir.;* Louis Magnani, *assoc. art dir.* Elias Buchwald, *publ. dir. A. e.'s:* Marshall C. Lewis, Robert March.
Media Dept.: Julian Gran, *dir.*
Oliver Bldg., Pittsburgh 22, Pa. Express 1-1616. R. S. Reed Jr., *exec. v.p. V.p.'s:* John R. Burke, Norton Weber; John F. Connors, *prod. mgr.;* Frank Sobell, *art dir.;* George Thomas, *publ. dir. A. e's:* Gordon P. Sutherland, William T. Hicks Jr., Bruce Richardson, Nancy C. Jones.
Media Dept.: E. L. Donnelly, *mgr.*

Martha's Advertising Service
412 W. 6th St., Los Angeles 14, Calif. Ma 6-4897. Martha Weisler, *o.*

Martin Advertising Agency
15 E. 40th St., N. Y. 16. Lexington 2-4751. Felix M. Wolsky, *pres.*

Martin Co.
3920 Lindell Blvd., St. Louis 8, Mo. Franklin 1-4797. Robert Palan.

Martin Co.
201 N. Wells St., Chicago 6, Ill. De 2-5910. Mark T. Martin, *pres.;* Richmond M. Lloyd, *exec. v.p.;* N. E. Anderson, *v.p.-cpy.;* E. J. Lewinsky, *v.p.-tv-rad.;* O. L. McDonald, *v.p.-pub. rels.;* L. W. Roush, *v.p.-creat. dir.;* W. M. Wider, *v.p.-contact;* G. P. Johnson, *sec.-treas.;* M. B. Day, *mdsg. & rsrch. dir.;* Robert Ballantine, *art dir.;* Frank Taylor, *art dir.;* Shirlee Reinke, *prod. mgr. A. e.'s:* Mark T. Martin, Richmond M. Lloyd, Orville L. McDonald, E. J. Lewinski, Norman E. Anderson, L. W. Roush, W. M. Wilder.
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310 W. Liberty St., Louisville, Ky. Juniper 4-4453. LaVerne Busey, *space b.*
2102 Jackson St., Dallas, Tex. Prospect 2693. Laura Smith, *space b.*
3920 Lindell Blvd., St. Louis 8, Mo. Franklin 1-4797. Robert Moldafsky, *off. mgr.;* Robert Palan, *a.e.*

George Homer Martin Associates
24 Commerce St., Newark 2, N. J. Market 2-2984-85. George Homer Martin, *pres. & a.e.;* Edmund P. Martin, *exec. v.p. & a.e.;* Anna Ament, *sec.-treas.;* Gerald W. Martin, *cpy. chf.;* Chas. E. Parker, *art dir.*
Media Dept.: Dolores Koven, *dir.*

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Media Dept.: W. A. Kramer.

Robert E. Martin & Co.
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Media Dept.: Mrs. Zuane Hook.

Martin-Williams, Inc.
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Media Dept.: Willis S. Martin, *space b.*

Martine-Flaugher Advertising Agency, Inc.
4 N. 8th St., St. Louis 1, Mo. Chestnut 1-4929-30. S. F. Martine, *pres.;* G. E. Flaugher, *v.p.;* J. L. Martine, *sec.*

Walter Marto Advertising Agency
1846 E. Walnut St., Pasadena 8, Calif. Sycamore 6-2239. Walter W. Marto, *o.;* T. E. Marto, Leila Tompkins, M. L. Eastman, David Tilford.

Marvin & Leonard Advertising Co.
210 Lincoln St., Boston 11, Mass. Hu 2-6535. Marvin E. Feit, *pres. & art dir.;* Leonard S. Kanzer, *v.p., cpy. chf. & a.e.;* Alan Maslow, *prod. mgr.*
Media Dept.: Leonard S. Kanzer, *space b.*

Marwel Advertising, Inc.
34 W. 46 St., N. Y. Judson 6-4270. William W. Weltman, *pres.;* Bruce Marchin, *sr. v.p.;* Edwin Jacobson, *cpy. chf.;* Charles Jefferson, *v.p. & art dir.*
Media Dept.: Rose Hoanzl, *exec. in chg.*

Gustav Marx Advertising Agency
740 N. Plankinton, Milwaukee 3, Wis. Broadway 1-9788. Gustav Marx, *p.;* Byron Marx, *p.*

Glenn Mason Advertising
301 First National Bank Bldg., Shreveport, La. 51537-8. Glenn Mason, *pres.;* H. L. Cunningham, *v.p. & a.e.;* Madgilene Haynes, *sec.-treas.;* Onita Bond, *sec.;* Edris Taylor, *sec.;* Harold J. Sly, *art dir.;* John C. Krepak, *art dir.;* Dick Burnett, *publ. dir. & a.e.*

Mason-Relkin Co.
65 E. 55th St., N. Y. 22. Plaza 3-8536. Roger B. Relkin, *pres. & rad.*
Media Dept.: Roger B. Relkin, *dir.*

Albert F. Mathason Advertising Agency
12 S. 12th St., Philadelphia 7, Pa. Lombard 3-0743-74. Albert F. Mathason, *o.;* Dorothea W. Blair, *cpy. dir.;* Virginia Furbershaw, *art dir.;* Mary E. Patrick, *rsrch.*

J. M. Mathes, Inc.
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Media Dept.: Douglas R. Hathaway, *dir.;* Nicholas Salimbene, Alvin R. Kracht, *space bs.;* Edna Cathcart, *tb. tv & rad.*

Mathews-Roberts & Co.
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Media Dept.: George Grimes, *dir.*

Mathisson & Associates, Inc.
411 E. Mason St., Milwaukee 2, Wis. Broadway 6-7181. C. A. Mathisson, *pres., art dir., rsrch. dir. & a.e.;* Edward G. Ball, *v.p. & a.e.;* Ralph Henkel, *sec. & treas.;* Walt E. Krueger, *exec. administ.;* Harold J. Bensemann, *mdsg. mgr.;* H. Kendig Eaton, *pub. rels. dir.;* Jack E. Severson, *tv-rad. dir.;* Robert P. Geary, *ass't tv-rad. dir.;* John R. Weber, *prod. mgr.;* Aubrey Carlson, *ass't*

prod. mgr. A. e.'s: Walt E. Krueger, Hugo J. Bauch Jr., Francis A. Hopp, Dale D. Karstaedt, Joseph F. Manning, Paul J. Warga.

Media Dept.: C. A. Mathisson, dir.; Dale D. Karstaedt, *space b.*

Branch Offices:
1127 Wilshire Blvd., Los Angeles, Calif. Mutual 2482. Charles E. Smith, *mgr.*
1065 International Bldg., Rockefeller Center, N. Y. 20. Plaza 7-2061. Edgar E. Hinkle, *mgr.*

Matson, Marquette & Soash, Inc.
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Anne D. Matthews Advertising Agency
1101 Columbia St., S. Pasadena, Calif. Sycamore 9-6504. Anne D. Matthews, *o.*

Maury, Lee & Marshall
250 Fifth Ave., N. Y. 1. Murray Hill 6-4414. Maury Bergman, *o., a.e.;* Michael Kiss, *art dir.;* Marx Dreyfuss, *prod. mgr.;* Charles B. Ripin, *cpy. chf. & a.e.;* Douglas Rodgers, Beverly Fleming, *rsrch. dir. A. e.'s:* Charles B. Ripin, Franklin Simetz, Beverly Fleming.

Media Dept.: Sonia Flint, *dir. & space b.;* Maury Bergman, *tal. b. & tb.*

Mautner Agency
808 No. 3rd St., Milwaukee 3, Wis. Broadway 2-8385. Norman W. Mautner, *pres.;* S. R. Rose, *v.p.;* Margaret Flood, *a.e.*

Joseph Maxfield Co.
87 Weybosset St., Providence 3, R. I. Gaspee 1-4456. Joseph M. Finkle, *pres. & a.e.;* Archie M. Finkle, *rad. dir. & a.e.;* Dorothy Barry, *cpy. chf.*

Media Dept.: Joseph M. Finkle, *tb. & space b.*

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Media Dept.: P. C. Beatty, *dir.*

Branch Offices:
12 E. 53rd St., N. Y. 22. Plaza 9-7676. M. F. Mahony, *v.p. & gen. mgr.;* W. Ray Baker, *v.p.;* E. Wilhelm, *dir. tv-rad.;* Albert Feldman, *art dir.;* Frank Del Casino, *prod. mgr.;* T. E. Maytham, *mkts.;* Robert Dusek, *dir. art dept.*

Media Dept.: T. E. Maytham.
664 N. Rush St., Chicago 11, Ill. Whitehall 4-1676. L. Martin Krautter, *v.p. & gen. mgr. V.p.'s:* Lester J. Sholty, Charles B. Jones, Ray Stricker; Chester P. Holway, *cpy. chf.;* Jack Holmes, *art dir.;* Stanley Rosaves, *prod. mgr.*

Maxwell Advertising Co.
408 Olive St., St. Louis 2, Mo. Garfield 1-0661. Joseph A. Maxwell, *pres. & treas.;* W. K. Maxwell, *sec.;* H. Mundelius, *traff. mgr.*

May Advertising Co.
1518 Walnut St., Philadelphia 2, Pa. Kingsley 5-8211. Bertram May, *pres. & a.e.;* Frank J. McGinnis, *v.p., sec. & a.e.;* James L. Rightmire, T. L. Slaugh, *contacts.*

Mayer-Klan-Linabury Advertising, Inc.
226 Pipestone, Benton Harbor, Mich. Walnut 5-1161. F. J. Mayer, *pres.;* E. N. Klann, *art dir.;* Virginia Hutson, *sec. & treas.;* V. Capizzo, *prod. mgr.;* John G. Linabury, *cpy. chf.;* Richard L. Grose, *a.e.*

Media Dept.: V. Capizzo, *dir.*

Mayers Co., Inc.
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Media Dept.: Beth Broberg, *dir., tb. & space b.*

Chas. H. Mayne Co.
8487-B Melrose Pl., Los Angeles 46, Calif. Olive 3-0990. Eugene P. Ramsay, *o.;* Victor C. Howard, *a.e.*

Media Dept.: Eugene P. Ramsay, Victor C. Howard, *bs.*

Mays & Co.
412 W. 6th St., Los Angeles 14, Calif. Trinity 8534. Albert Musso, *art dir.;* Ray Clifford, *prod. mgr.;* Rich Fowler, *cpy. chf.;* Roger Snowden, *tv dir.;* Roderick Mays, *mgr.*

Media Dept.: Catherine Abner, *dir.*

Thomas D. Mays Advertising Agency
Gazette Bldg., (P.O. Box 111) Charleston 21, W. Va. Capitol 2-6161. Thomas D. Mays, *o.*

B. L. Mazel, Inc.
7 E. 44th Street, N. Y. 17. Oxford 7-5550. Bernard L. Mazel, *pres., treas. & a.e.;* Bernard N. Craven, *exec. v.p. & a.e.;* Dorothy Swanson, *prod.;* Richard Crohn, *v.p. & a.e.*

Media Dept.: Marjorie Tucker, *dir.*

William Douglas McAdams, Inc.
130 E. 59th St., N. Y. 22. Plaza 9-6300. deForest Ely, *v. chmn bd.;* Arthur M. Sackler, *pres.;* Helen Haberman, *sec. & sr. v.p.;* Dean L. Burdick, *exec. v.p.;* Lawrence Sophian, *v.p.;* Victor Trasoff, *art dir.*

Media Dept.: Lawrence Sophian, *dir.;* Maxon U. Davis, *dir.*

McBride Advertising Agency
Neil P. Anderson Bldg., Ft. Worth 2, Tex. Ed 2-4561. James McBride, *pres.;* James O. McBride, *v.p.;* Mrs. James McBride, *sec.-treas.*

Frank McCabe & Associates, Inc.
29 Weybosset St., Providence 3, R. I. Jackson 1-3337. Frank McCabe, *pres., treas. & rad. dir.;* Robert Rafferty, *art dir.;* T. R. Cabral, *prod. mgr.;* E. P. Stickney, *cpy. chf.;* B. R. Lother, *tv dir.;* E. G. Kendrick, *publ. dir.;* S. J. Wall, *rsrch. dir.;* D. A. Landi, *libr.*

Media Dept.: J. F. Fontaine, *dir.;* P. G. March, *space b.;* R. B. Newton, *tal. b.*

McCaffrey Advertising Agency
400 Roanoke Bldg., Minneapolis 2, Minn. Federal 3-7181. Maurice McCaffrey, *pres. & o.;* Ariel Smith, *prod. mgr.*

Media Dept.: Ariel Smith.

R. J. McCallister Co.
217 Indianapolis Ave., Youngstown 7, Ohio. Sterling 8-9039. R. J. McCallister, *o. & a.e.;* John Advent, *pub. rels. dir.;* M. F. Walls, Margaret Sands, *off. mgrs.;* D. E. Wright, *art dir.;* P. E. Peters, *a.e.*

Media Dept.: R. J. McCallister, *dir.*

McCann-Erickson, Inc.
50 Rockefeller Pl., N. Y. Judson 6-3400. H. K. McCann, *chmn bd.;* Marion Harper Jr., *pres.* Emerson Foote, *exec. v.p.;* Robert E. Healy, *exec. v.p.;* Henry Q. Hawes, *sr. v.p.;* George H. Giese Sr., *v.p.;* Chester A. Posey Sr., *v.p.;* John H. Tinker, *sr. v.p.;* Wilbert G. Stilson, *v.p. & treas.;* Dixon B. Griswold, *v.p. & ass't treas.;* Benjamin F. Holme Jr., *sec.;* Marjorie B. Middlebrook, *ass't sec. V.p.'s:* Frederick Anderson, Roy Anthony, Donald B. Armstrong Jr., Edward R. Beach, William E. Berchtold, Theodore G. Bergmann, Karl A. Brautigam, William J. Breen, Donald G. Calhoun, Peter A. Cavallo Jr., W. Howard Chase, C. Terence Clyne, Sydney W. Dean Jr., J. L. Deane, George B. Dearnley, William Ca. Dekker, Robert K. Edmonds, Earl H. Ellis, Leonard F. Erikson, John J. Flanagan, Neal Gilliatt, H. L. Grafer, George Haight, Alberta Hays, David J. Hopkins, Anthony Hyde, Farish A. Jenkins, Daniel W. Keefe, Arthur J. Kemp, Alton H. Ketchum, Ralph B. Koser, Lansing B. Lindquist, Thomas P. Losee, Henry A. Mattoon, Dorothy B. McCann, John F. McClure, Myron C. McDonald, Rudyard C. McKee, Harry W. McMahan, S. L. Meulyendyke, Hugh A. Mitchell, Edward B. Noakes, John H. O'Toole Jr., George B. Park, Victor M. Ratner, Florence A. Richards, Wallace J. Rigby, Alfred J. Roby Jr., Margot Sherman, Wells W. Spence, R. E. Thompson, Frank K. White, G. Lester Williams Jr., Edwin F. Wilson, Ferd Ziegler; J. Frank Gilday, *mgr. tv & rad.*

Media Dept.: William C. Dekker, *dir. Assoc. dirs.:* Richard A. Bean, John B. Crandall, John J. Flanagan, William A. Fricke, Edwin F. Wilson. *Grp. supevrs.:* A. R. Sanno, T. F. Swick. *Bdcast. supevrs.:* H. W. Cleaff, T. S. Kelly, J. Morena, W. D. Pellenz, A. J. Petcavage, M. Roffis, W. Stewart. *Bdcst. bs.:* S. Agavino, V. Conway, M. Fulton, S. Goldis, T. Hollingshead, M. Lixie, J. Podester, J. Schoenfeld, C. Willard. *Print supevrs.:* T. J. Corey, N. J. D'Esterre, W. H. Frame, J. A. Gray, J. P. Horvath, H. A. Shutts, R. C. Wahlig. *Print bs.:* J. Ault, R. Gaylord, M. Grainger, V. Gundell, P. Legge, W. Nightingale, R. Plyer, W. Wanner, P. Zappert. J. J. Minich, *otdr. dir.;* R. Briggs, J. Ware, *otdr. supevrs.;* C. H. Baldwin, J. Fisher, *otdr. bs.*

L. F. McCarthy & Co.
712 Provident Bank Bldg., Cincinnati 1, Ohio. Parkway 1-0368. L. F. McCarthy, *pres. & a.e.;* M. H. McCarthy, *v.p.;* B. J. Steinhauer, *art dir.;* D. W. McCarthy, *prod. mgr.;* R. E. McCarthy, *a.e.*

R. E. McCarthy & Associates, Inc.
206 S. Franklin St., Tampa 2, Fla. 2-0144. R. E. McCarthy, *pres., cpy. chf.;* A. C. McCarthy, *v.p.;* M. A. McCarthy, *sec.-treas.;*

H. Cooper Walls, *art dir.;* R. E. Boon, *prod. mgr.;* R. W. Scales, *tv-rad. dir.;* B. F. Newell, *publ. dir. & a.e. A. e.'s:* B. E. Acker, R. W. Scales.

Media Dept.: R. E. McCarthy, *dir. & space b.;* R. W. Scales, *tb.;* B. E. Acker, *tb. & space b.*

Ray McCarthy Advertising Service, Inc.

1841 Broadway, N. Y. 23. Columbus 5-7800. Raymond J. McCarthy, *pres., treas. & a.e.;* Ray P. Clayberger, *v.p., gen. mgr. & a.e.;* William P. Flynn, *sec.;* David C. Lee, *pub. rels. dir.*

M. A. McCartin Advertising

122 E. 42nd St., N. Y. 17. Oxford 7-3660. M. A. McCartin, *pres.;* Christine Stackliff, *ass't to pres.;* Patricia T. Murray, *art dir. & prod. mgr.;* Hal Vermes, *cpy. chf.;* Judi Mandel, *cpywrtr.*

McCarty Co.

3576 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 5-4011. T. T. McCarty, *pres.;* H. E. Cassidy, *exec. v.p.;* C. G. Davenport, *v.p. in chg. Los Angeles office;* Joseph E. Hall, *prod. mgr.;* Harry Franz, *art dir.;* Herb C. Brown, *tv & rad. dir.;* Wm. H. Wagner Jr., *dir. mdsg.;* Page B. Otero Jr., *dir. indusrl. adv. A. e.'s:* Curtis Winters, R. B. Jarvis, Walker Y. Brooks, Wm. H. Geisler, R. W. Foster, John Anderson.

Media Dept.: Alden K. Weis, *dir.*

Branch Offices:

116 New Montgomery St., San Francisco 5, Calif. Sutter 1-8224. W. H. Wilde, *v.p. & gen. mgr.;* George E. Church, *assoc. mgr.;* Nicholas M. Podich, *art dir.;* Kenton Bates, *prod. mgr. A. e.'s:* Gardner C. Young, R. W. Whitaker Jr., J. E. Pierce.

520 N. Michigan Ave., Chicago 11, Ill. Superior 7-1847. Chester Craft, *assoc. mgr.;* W. H. Wallace.

430 Park Ave., N. Y. 22. Plaza 9-3915. H. E. Cassidy, *chmn bd.;* Howard Persons, *pres. & a.e.;* Jean O'Flaherty, *treas. & exec. ass't to pre.;* Robert Holley, *v.p. & a.e.;* Lillian Jaffee, *sec., rsrch. dir. & a.e.;* Gene Thomas, *dir. mdsg. & a.e.;* Guenther P. Feige, *prod. mgr.;* Anthony Loscalzo, *art dir.;* Odd Jensen, *ass't art dir.;* Klaus Thiele, *ass't art dir.;* Anne Wenner, *publ. dir.*

McCarty Co. of Texas, 1500 Jackson St., Dallas, Tex. Prospect 4387. Russ Jurgens, *v.p. & gen. mgr.;* Clifford Sage, *assoc. mgr.;* Charles Charles, *prod. mgr.*

Media Dept.: M. N. Montgomery.

McCarty Co. of Washington, Medical Arts Bldg., Seattle 1, Wash. Mutual 0353. Harry S. Pearson, *v.p., gen. mgr. & a.e.;* Wilfred A. Pascoe, *assoc. mgr. & a.e.;* Clark P. Willey, *art dir. A. e.'s:* Jack Starling, Sally Pearson.

McClure & Wilder, Inc.

522 N. Park Ave., Warren, Ohio. 4159-3-4-5. Robert E. McClure, *pres., art dir. & a.e.;* Isla E. Wilder, *sec.-treas.;* Luella M. Baldwin, *ass't prod. mgr.;* Robert Kenyon, *cpy. chf. & a.e.*

Media Dept.: Isla E. Wilder, *space b.*

McCormick-Armstrong Co., Inc.

1501 E. Douglas Ave., Wichita, Kan. Hobart 4-1364. A. G. McCormick Jr., *pres.;* Oliver W. Buswell, *v.p. & sls. mgr.;* W. J. Van Wormer Jr., *v.p. & art dir.;* V. D. Mayo, *v.p.;* Louis P. Dussair, *v.p.;* B. R. Crosswait, *sec.;* R. T. Aitchison, *treas.;* William H. McDaniel, *rsrch. dir. & chf. cpywrtr. A. e.'s:* R. J. Armstrong, B. Anderson, Warren Kinney, V. D. Mayo, J. L. Johnson, H. R. Laudermilk, Donald G. Forbes, R. T. Aitchison. *(each a.e. buys time in various media for his specific accts.)*

McCormick Co., Inc.

217 E. 7th Ave., Amarillo, Tex. Drake 4-5333. R. O. Mills, *pres.;* G. Don Curphey, *mgr. & a.e.;* Lynn Cosgrove, *a.e.* Kenneth Parker, *art dir.;* Russell E. Howe, *prod. mgr.*

McCrary Advertising Agency

2717 Elm St., Dallas 1, Tex. Sterling 2919. D. Switzer McCrary, *o.;* Glenda Laney, *prod. mgr.;* Evelyn Bellows, *cpy. chf.*

Walter McCreery, Inc.

9344 Wilshire Blvd., Beverly Hills, Calif. Crestview 5-5533. Walter K. McCreery, *chmn, pres. & a.e.;* Frank Bull, *v.p.;* Walter Hadlich, *sec.;* Elizabeth Stahle, *treas.;* William Johnstone, *compt.;* John Fish, *art dir.;* Tom MacBurney, *prod. mgr.;* Stanley Elstad, *cpy. chf. & a.e.;* Howard Flynn, *tv-rad. dir. & a.e.;* Dorothy Furman, *publ. dir.;* Jim Williams, *rsrch. dir. A. e.'s:* Joe Landfield, Norman Dowsing, William Dyer, Larry Pendelton.

Media Dept.: Cathy Davies, *space b.;* Virginia White, *tb.*

McDaniel-Fisher & Spelman Co.

1310 First National Tower, Akron 8, Ohio. Franklin 6-7108. A. C. Fisher, *pres. & treas.;* W. M. Sexauer, *v.p. & sec.;* R. W. Loos, *v.p. & art dir.;* M. A. Retzler, *ass't sec. & treas.;* Thomas L. Saffen, *prod. mgr.;* M. L. Sheck, *rad. dir.*

Media Dept.: A. C. Fisher, *space b.*

McDonald & Associates

2832 Ponce De Leon Blvd., Coral Gables 34, Fla. 48-6513. D. H. Miller, *pres. & treas.;* M. Charlesworth, *v.p. & sec.*

Ford C. McElligott & Associates

Lincoln Bldg., Los Angeles 14, Calif. Ford C. McElligott.

L. E. McGivena & Co., Inc.

444 Madison Ave., N. Y. 22. Plaza 3-7422. L. E. McGivena, *pres. & treas.;* L. C. McElroy, *v.p. & a.e.;* Howard W. Roper, *exec. v.p., sec., cpy. chf. & a.e.;* Frank Cali, *prod. mgr.;* S. P. Joseph, *art dir. A. e.'s:* E. Wood Gaus, Fred J. Hamm.

Media Dept.: Mrs. M. G. Andrews, *tb.*

McGiveran-Child Co.

162 N. Clinton St., Chicago 6, Ill. Financial 6-1767-8. Paul J. Basinger, *pres.;* Suzanne L. Basinger, *v.p. & treas.;* Felix A. Levy, *sec.;* Gola H. Sebenar, *art dir.;* William Polston, *ass't art dir.;* Harry Lyon, *prod. mgr.;* Tilda Ritman, *cpy. chf.;* Norbert Laskowski, *personnl. dir.;* May Blu, *off. mgr. A. e.'s:* Robert Lipman, Laurence Rothenburger; Frank Whitehead, *ass't.*

John H. McGuire Advertising

470 S. Snelling Ave., St. Paul 5, Minn. Mi 9-4978. John H. McGuire, *(principal), art dir., prod. mgr., tv-rad. dir.;* Harriet E. McGuire, *(principal), cpy. chf. & publ. dir.*

Media Dept.: Harriet E. McGuire, *dir.;* John H. McGuire, *space b. & tb.*

McKay Co., Inc.

50 Commerce St., Newark 2, N. J. Mitchell 3-7333. John McKay, *pres.;* G. E. McKay, *v.p. & treas.;* Pat Jackson, *sec.;* H. J. Gitten, *art dir. & prod. mgr.*

Media Dept.: J. Jurewicz, *space b.*

McKee-Thompson & Associates, Inc.

900 Tower Petroleum Bldg., Dallas 1, Tex. Randolph 2191, Prospect 2991. Mack J. McKee, *pres. & treas.;* Velma McKee, *v.p.;* Ina B. Thompson, *sec.;* Wyatt M. Wood, *art dir.;* Velma L. McKee, *a.e.*

Harris D. McKinney, Inc.

12 S. 12th St., Philadelphia 7, Pa. Walnut 2-2635. Harris D. McKinney, *pres.;* Albert W. Emery, *v.p. & a.e.;* R. P. McKinney, *sec.;* Herman H. Maurer, *prod. mgr.;* Morris Guariglia, *art dir.;* Stephen Baur, *publ. dir. A. e.'s:* W. E. Rahel, S. D. Ross, J. P. Carroll, G. L. Young.

Media Dept.: Harris D. McKinney, *dir.*

McLain & Associates Advertising

428 W. S. St., Kalamazoo, Mich. 3-5111. N. Baird McLain, *o. & a.e.;* Robert W. Wadington, *a.e.;* M. I. Albertson, *sec.;* Miles O. French, *art dir.*

John McLane Advertising, Inc.

525 Lexington Ave., N. Y. 17. Plaza 1-1849. John McLane, *pres.*

J. Walter McLean Advertising Agency

607 Review Bldg., Spokane 1, Wash. Temple 8-2509. J. Walter McLean, *o.*

McMahan-Horwitz Co.

317 N. 11th St., St. Louis 1, Mo. Chestnut 1-1380. Rollo Horwitz, *pres.;* Louise McM Horwitz, *v.p. & art dir.*

James J. McMahon, Inc.

215 E. 37th St., N. Y. 16. Murray Hill 2-2442. James J. McMahon, *pres.;* Virgil B. Rogers, *v.p.;* Ellett Klages, *sec.;* M. A. Rieck, *treas.;* Jerry Sullivan, *art dir.;* Georgena Garvin, *prod. mgr.*

McNeill & McCleery, Inc.

3576 Wilshire Blvd., Los Angeles 5, Calif. Du 5-3921. Ken McNeill, *pres., art dir. & a.e.;* C. Russell Zeininger, *v.p., a. superv., rsrch. dir. & a.e.;* James McCleery, *sec., treas., cpy. chf., tv-rad. & publ. dir., tv-rad. tal. b. & a.e.;* Charles Pelly, *prod. mgr.;* Edith Swayze, *traff. & off. mgr.*

Media Dept.: C. Russell Zeininger, *space b.;* John McNeill, *tb.*

Branch Office:

116 New Montgomery St., San Francisco 5, Calif. Douglas 2-8268. James McCleery, *mgr. & a.e.;* Lee Cayton, *prod. mgr.*

Media Dept.: Lee Cayton, *tb.*

McNulty Advertising Agency

176 W. Adams St., Chicago 3, Ill. Central 6-9360. W. G. McNulty, *o.;* S. G. McNulty, *a.e.*

AGENCIES

Geo. C. McNutt Advertising

355 Grand Ave., Oakland 10, Calif. Higate 4-7240. Claire S. McNutt, *co-o.*; Geo. C. McNutt, *co-o.*; Melva Trevor, *art dir.*

McPartland-Bidwell

63 E. Center St., Manchester, Conn. Mitchell 3-7654.

Philip J. Meany Co.

816 W. 5th St., Los Angeles 17, Calif. Michigan 3601. Carl K. Tester, *pres.*; Jay Koupal, *v.p. art*; Ray Clinton, *sec. & treas.*; Miss Teri Segur, *prod. mgr.*; Charles Warner, *cpy. chf.*; Gladys Adams, *rsrch. dir. A. e.'s:* Norman Church, George C. Loken, John Shull, Marvin Williams, J. P. Kane.

Media Dept.: Ray Clinton, *dir.*

Mears Advertising, Inc.

250 Park Ave., N. Y. 17. Eldorado 5-0840. Robert Mears Jr., *pres.*; Carleton C. Provost, *v.p.*; Frank E. Smith, *sec.*; E. C. Mears, *treas.*

Media Dept.: Frank E. Smith, *space b.*

Media Advertising Service

152 W. 42nd St., N. Y. 36. Wisconsin 7-2610. Jules Yager, *o.*; Paul W. Pickelle, Lou Ancess, *a.e.'s.*

Media, Inc.

306 N. Miami Ave., Miami 31, Fla. Fr 4-6262. Hal Kopplin, *pres. & gen. mgr.*; Stanley L. Stern, *v.p.*; Nicholas Hodson, *sec.*; E. H. Radloff, *treas.*; Claude Norton, *ass't sec.*

Medical Advertising Service

40 E. 49th St., N. Y. 17. Plaza 3-8527. Allen Klein, *pres. & cpy. chf.*; E. Leonard Koppel, *art dir.*; Joseph A. Louis, *a.e.*

Media Dept.: Blanche Orlinsky, *dir. & b.*

Meehan Associates, Inc.

807 York St., Manitowoc, Wis. 6685. D. D. Meehan, *pres. & treas.*; Charlotte Meehan, *sec.*; G. D. Witt, *art dir. & prod. mgr.*

Meek & Thomas, Inc.

724 Wick Ave., Youngstown 2, Ohio. Riverside 6-8835. Ira A. Thomas, *pres., treas., cpy. chf. & a.e.*; F. D. Jones, *exec. v.p., sec. & a.e.*; E. A. Montgomery, *art dir. & prod. mgr. A. e.'s:* S. P. Ker Jr., H. R. Fischer, Paul C. Melvin, Carl E. Miller, David Davies, James A. Mahoney.

Meermans, Inc.

NBC Bldg., Cleveland 14, Ohio. Cherry 1-2480. Howard J. Meermans, *pres., treas. & a.e.*; William R. Meermans, *exec. v.p.*; Morrison M. Scott, *v.p. & a.e.*; F. T. McDonough, *v.p. & a.e.*; M. J. Twiggs, *sec.*; C. E. Mills, *art dir.*; Ann Zajc, *prod. mgr. A. e.'s:* C. E. Mills, W. R. Meermans, Lee Cirillo.

Ellison L. Meier Advertising Agency

821 Market St., San Francisco 3, Calif. Exbrook 2-1759. Ellison L. Meier, *o. & a.e.*; E. Margaret Meier, *prod. mgr.*

Branch Office:
702 Greenlawn Ave., Fort Wayne 6, Ind. 4-1547.

Charles Meissner & Associates, Inc.

176 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 1-7670. Charles D. Meissner, *pres.*; Frederick Gerlach, *v.p. & art dir.*; Rita M. Greer, *sec. & prod. mgr.*; Harriet E. Meissner, *treas.*; O. John Haering, *a.e.*

Media Dept.: Charles D. Meissner, *space b.*

Meissner & Co., Inc.

930 Statler Bldg., Boston 16, Mass. Hancock 6-2327. John N. Meissner, *pres., treas. & a.e.*; G. Lincoln Ryther, *v.p. & a.e.*; Murray J. Wentworth, *art dir.*; John Ferrara, *off. mgr.*

Meldrum & Fewsmith, Inc.

1220 Huron Rd., Cleveland 15, Ohio. Cherry 1-2141. E. T. Morris, *pres.*; J. C. Clawson, *v.p. & sec.*; Herbert W. Cooper, *v.p.*; Robert E. Pfleger, *v.p.*; W. K. Northrup, *v.p.*; A. B. Meldrum, *v.p. & gen. mgr.*; John A. Goulet, *v.p.*; Sydney A. Hunt, *v.p.*; Joseph Fewsmith Jr., *treas.*; R. J. Nason, *prod. mgr.*; Dudley Martin, *art dir.*; Niles Nilson, *rsrch. dir.*; Mary Evalyn Crookston, *libr.*

Media Dept.: H. G. Selby.

Branch Offices:
135 N. Woodward Ave., Birmingham, Mich. Midwest 6-4000. W. H. Stone, *v.p.*
9 Rockefeller Pl., N. Y. 20. Circle 6-3510. Keith R. Frazine, *mgr.*

Floyd F. Mellen Advertising

518 Securities Bldg., Omaha, Neb. At 1025. Floyd F. Mellen, *o.*; Mary Cassidy, *personnl. dir. A. e.'s:* Norman E. Rawson, Clifford Pfeiffer.

Mellor Advertising Agency, Inc.

Perry Bldg., Elmira, N. Y. 3-2285; 3-3025. George A. Mellor, *pres., treas. & cpy. chf., a.e.*; James V. Stowell, *v.p., prod. mgr., art dir. & a.e.*; Norman J. French, *sec.*; Ernest P. Baldwin, *a.e.*

Media Dept.: William A. Vevity, *b.*

Branch Office:
46 White Memorial Bldg., Syracuse, N. Y. 2-5471. Ernest P. Baldwin, *v.p. & mgr.*

Mellor & Wallace

Colorado Bldg., Washington 5, D. C. Sterling 3-3277. F. Reid Wallace, *pres.*; J. Arch Mellor, *v.p.*; Cliff Kemno, *prod. mgr.*; Nancy Madden, *cpywrtr.*

Richard N. Meltzer Advertising, Inc.

785 Market St., San Francisco 3, Calif. Yu 2-5877. Richard N. Meltzer, *pres.*; Wallace Aron, *exec. v.p., cpy. chf. & a.e.*; Richard Lemen, *v.p.*; Harold Shein, *sec.*; Bertram Silver, *treas.*; Byron Hutchison, *prod. mgr.*; Bob Angell, *ass't art dir.*; Bill Brown, *pub. rels. dir.*

Branch Office:
6399 Wilshire Blvd., Los Angeles 48, Calif. Emil Reisman, Jeff Rogers, *a.e.'s.*

Media Dept.: Mildred Wrenn, *dir.*

David J. Mendelsohn Advertising Agency, Inc.

244 Madison Ave., N. Y. 16. Murray Hill 3-7244. David J. Mendelsohn, *pres.*; Rose Mendelsohn, *sec. & treas.*; Joseph Bickel, *art dir.*; Drew Smith, *prod. mgr.*; Edwin Hanft, *cpy. chf.*; Jack Gell, *rsrch. dir.*; Roz Mass, *mdse. dir.*; Stuart Cooper, *a. superv.*

Media Dept.: Rose Mendelsohn, *dir.*

J. Robert Mendte, Inc.

317 S. 16th St., Philadelphia 2, Pa. Kingsley 6-1130. J. Robert Mendte, *pres.*; J. W. Holland, *v.p.*; N. L. Hughes, *treas.*; Dennis McClathye, *prod. mgr.*; Ronald Kincaid, *a.e.*

Meneough, Martin & Seymour, Inc.

501 Garver Bldg., Des Moines 9, Iowa. Cherry 3-1221, Cherry 3-1222
E. M. Meneough, *pres., rad. dir.*; R. J. Quackenbush, *a.e.*

Media Dept.: E. M. Meneough, *tb.*

Mengle Co.

469 Berryman Drive, Buffalo 21, N. Y. Cleveland 7760. Windsor 7047. H. Jack Mengle, *pres. & a.e.*; Mary M. Glenn, *sec. & prod. mgr.*; Fred J. Boyce, *art dir.*

Merchandising Advertisers, Inc.

308 W. Washington St., Chicago 6, Ill. Central 6-4588. F. Ohlrich, *pres.*; A. M. Ohlrich, *treas.*; Guy E. Tipton, *v.p.*; R. W. Fick, *a.e.*

Media Dept.: F. Ohlrich, *b.*

Merchandising Factors, Inc.

315 Montgomery St., San Francisco 4, Calif. Sutter 1-6280. Marshall J. Weigel, *pres.*; Robert G. Williams, *v.p.*; William Lowell, *prod. mgr.*; Roland Hauck, *a.e.*

Media Dept.: Harold Brouse, *dir.*

Merchandising, Inc.

134 E. Locust St., Newark, Ohio. Fairfax 9-0301, 3-5471. E. L. Galleher, *pres. & a.e.*; R. H. Anderson, *v.p. & a.e.*; W. D. Schaffner, *sec., treas. & a.e.*; Wilma Roberts, *libr.*; R. K. Dawson, *prod. mgr.*; W. W. Twinem, *off. mgr.*; John Zook, *art dir.*

Meredith & Co., Inc.

601 Cannon Pl., Troy, N. Y. Ashley 4-1131. Russell D. Meredith, *pres., treas., art dir. & prod. mgr.*; G. V. Z. Meredith, *sec.*

Media Dept.: Russell D. Meredith, *space b.*

Merrill, McEnroe & Associates, Inc.

176 W. Adams St., Chicago 3, Ill. Financial 6-4161. T. W. Merrill, *pres. & a.e.*; P. J. McEnroe, *sec., treas. & art dir.*; R. A. Johnson, *prod. mgr.*; R. H. McCormick, *cpy. chf. & a.e.*; G. J. Anema, *mdsg. dir.*

George T. Metcalf Co.

31 Canal St., Providence, R. I. Union 1-2634-5, 1-7541. George T. Metcalf, *pres. & treas.*; Walter C. Hyland, *exec. v.p.*; Shelton D. Spencer, *v.p. & sec.*; Frank J. Jones, *rsrch. dir. A. e.'s:* Robert A. Meehan, Edwin L. Wanner, Gordon Van Eck.

Media Dept.: A. Meehan, Walter C. Hyland, Sheldon D. Spencer, Edwin L. Wanner, Gordon Van Eck, all *bs.*

Metropolitan Advertising Co.

527 Fifth Ave., N. Y. 17. Murray Hill 2-2220. Harry D. Adair, *pres.*; Valentine Spotto, *v.p.*; E. Ryder, *v.p.*; S. Simonics, *sec.*; G. Hayes, *v.p.*; Stuart Triffe, *rsrch.*

Media Dept.: Harry D. Adair, *tb.*

Arthur Meyerhoff & Co.
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Media Dept.: Mary Hauser, *space b.;* Evelyn Vanderploeg, *tb.*

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328 S. Beverly Dr., Beverly Hills, Calif. Crestview 5-3168. James Ward, *mgr. & a.e.*
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First National Bank Bldg., Cincinnati 2, Ohio. Main 2112. B. B. Fischer, Jack F. Koons, Jack F. Koons Jr. *A. e.'s:* Kathryn Gallagher, Elmer Murray, Richard Broshar.

Midland Advertising Service
665 W. Prairie St., Decatur, Ill. 2-0269. Miss A. Murphy, *pres.*

Midtown Advertising Agency
271 W. 125th St., N. Y. 27. Riverside 9-1385. Joseph R. Wortman, *principal;* Ruth Wortman, *principal.*

Midwest Advertising Agency
City Hall Bldg., Rockford, Ill. Main 985. W. A. Pitschke, *pres.;* J. H. Thompson, *v.p.;* D. Beckington, *sec.*

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Media Dept.: R. F. Hamilton, *dir.;* J. E. Kelley, *space & print b.;* F. P. Delaney; Rita Driscoll, *tb.*
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333 N. Michigan Ave., Chicago, Ill. Central 6-1640. Irving M. Tuteur, *exec. in chg.*

Harold Miller Co.
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Media Dept.: Mercer W. Sweeney, *dir.*

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John Miller Advertising Agency
617 Haws Ave., Norristown, Pa. Broadway 2-5842. John R. Miller, *o.*

John Thomas Miller
71 W. 35th St., N. Y. 1. Wisconsin 7-3996. J. T. Miller, *a.e.*
Media Dept.: J. T. Miller, *b.*

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Media Dept.: Robert H. Wesson, *dir.;* Gerald A. Hoeck, *tb.*

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411 E. 8th St., Kansas City 6, Mo. Harrison 1-2570. Paul M. Miller, *o.*

Peter R. Miller Co.
715 Bankers-Equitable Bldg., Detroit 26, Mich. Woodward 1-7230. Peter R. Miller, *o.;* Olga A. DeValerio, *sec.*

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Hall Bldg., 2nd & Locust Sts., Harrisburg, Pa. Ce 8-8249. W. J. Miller, *o.;* Onerera Julian, Dora Eppley, *secs.;* Charles Donovan, *art dir. Prod.:* Paul C. Smith, Arthur E. Adams, Charles Griffin, Leonard W. Peffer, Charles W. Griffin, William Cook; William M. Miller, *off. mgr.;* Emerson Beible Jr., *photographic dept.;* Gertrude Stubblefield, *direct mail dir.;* Harold F. Miller, *a.e.*
Media Dept.: W. J. Miller, *space b.*

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Media Dept.: W. H. Millhaem, *space b.*

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Media Dept.: Ray Mills, *tb.*

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Media Dept.: Kay Ostrander, *exec. tb.*; Sylvia Schultz, *tb.*

Branch Office:
593 Market St., San Francisco 5, Calif. Yukon 2-4408. Charles K. Walden, *mgr.*; Willard Anderson, *a.e.*

Paul Miner Associates

15 E. 48th St., N. Y. 17. Plaza 1-2590. Paul L. Miner, *pres.*; Edward Kushins, *v.p. & a.e.*; Jack Anderson, *treas. & tv-rad. dir.*; Dan Fox, *prod. mgr.*; Betty Jenson, *rsrch. dir.*

Media Dept.: Edward Kushins, *space b.*

Howard, Mintz & Venet

22 Smith St., Irvington, N. J. Essex 4-6300-1-2. Zal Venet, *pres.*; T. Howard, *v.p.*; M. Mintz, *sec.-treas.*

Media Dept.: Leslie Weiner, *cpy. chf.*

Jules Mirel Advertising Agency

7 W. Marie Street, Hicksville, L. I., N. Y. Wells 5-1251. Jules Mirel, *pres.*; Larry Austin, *exec. mgr.*; Joan Britt, *tv dir.*

Mitchell Advertising Agency

343 Hempstead Turnpike, W. Hempstead, L. I., N. Y. Ivanhoe 1-6400. Harold Mitchell, *o. A. e.'s:* Melvin Kaplan, Gilbert Sichel, Howard Seidman, Jules B. Mitchell Jr.

Mitchell Advertising Agency

912 W. 12th St., Erie, Pa. 22-912. George J. Mitchell, *p. & rad. dir.*; F. J. Mitchell, *p.*; G. M. Bohn, *prod. mgr.*

Media Dept.: F. J. Mitchell, *dir.*

Everett Mitchell Advertising

1220 S. W. Morrison St., Portland 5, Ore. Capitol 2-9818. Everett Mitchell, *o.*; Margaret Wood, *prod. mgr.*; Don Amey, *art dir.*; Herb Smith, *tv-rad. dir.*

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Media Dept.: Alfred W. deJonge, *dir.*

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Media Dept.: A. E. Bromen, *tb. & space b.*

W. Robert Mitchell, Inc.

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Media Dept.: Warren T. Mithoff, *dir. & b.*

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Media Dept.: Anne Novak, *dir.*

Moeller & Somermeier, Inc.

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Media Dept.: Leslie Stuart, *tb.*; David Bramson, *tal. b.*

Moffett-Shepherd Advertising

203 Dorchester House, 911 St. Joseph at Gast, Dallas, Tex. Taylor 4-1844, 4-6745. Jerry Moffett, *p.*; Robert S. Shepherd, *p.*

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333 N. Michigan Ave., Chicago 1, Ill. Andover 3-3540. Arthur R. Mogge, *pres., treas. & a.e.*; Edward J. Lund, *v.p. & prod. mgr. & a.e.*; Robert A. Mogge, *a.e.*; Robert F. Mortenson, *art dir.*

Media Dept.: Robert A. Mogge, *dir. & b.*

Branch Office:
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Media Dept.: Jane Leider, *dir.*

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Media Dept.: Joel Martin, *dir.*; Leslie L. Dunier, *dir. bdcst.*; Oliver Einstein, *dir. print.*; Elaine Schachne Whelan, *chf. tb. Tbs.*; Joyce Peters, Lynn Diamond, Ed Tashjoan, Hella Teig.

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Media Dept.: Henrietta Wittich, *dir.*

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Media Dept.: Florence M. Purdy, *space b.*

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Media Dept.: Betty Swords, *dir.*

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Moore & Bellows

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Media Dept.: B. B. Bellows, *space b.*

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Media Dept.: M. Allen, *space b.*

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Media Dept.: B. J. Moreland, *dir. & space b.*

Moresales Associates
461 Eighth Ave., N. Y. 1. Ch 4-4883. Robert E. McGuire, *pres. & treas.;* Clifford A. Sloan, *v.p.;* Viola McGinnis, *sec.;* Paul Nemesure, *art dir.;* Michael Bonelli, *prod. mgr.;* James J. Goodwin, *a.e.*
Media Dept.: Viola McGinnis, *space b.*

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Media Dept.: Frank B. McElmoyl, Kathryn Shanahan, *rad. tb.*

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Media Dept.: Terri Brady, *tb. & space b.*
Branch Office:
260 California St., San Francisco 11, Calif. Exbrook 7-0426. Porter F. Anderson, *mgr. & v.p.*

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Media Dept.: S. L. Rosenheim, *space b.*

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Media Dept.: M. Fredrickson, *dir. & space b.*

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Media Dept.: William J. Bell, *dir.*

Morse International, Inc.
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Media Dept.: Orrin Christy Jr., *dir.;* R. McArdle, *tb.;* Aurora Blando, *export mgr.*

Richard Morton Co.
318 Washington Blvd., Chicago 6, Ill. Fr 2-4950. Richard G. Morton, *pres.;* G. Russell Girardin, *v.p. & a.e.;* M. K. Morton, *sec. & treas.;* Edward Civik, *prod. mgr.;* Z. C. Wilson, *art dir. A. e.'s:* Warren Luedke, R. G. Morton, E. A. Dustin, R. Huggart.

Morton & Stanton
1500 S. W. Taylor St., Portland 5, Ore. Capitol 8-8511. George W. Corneil, *art dir.;* Mel Van Lom, *prod. mgr. & a.e. A. e.'s:* Henry J. Morton, Richard K. Stanton.

Moselle & Eisen, Inc.
522 Fifth Ave., N. Y. 36. Murray Hill 2-4939. Henry Eisen, *pres. & treas.;* Rose Moselle, *v.p. & sec.*

Moser & Cotins, Inc.
10 Hopper St., Utica 3, N. Y. Utica 3-7544. Arthur S. Cotins, *pres. & superv.;* A. Montgomery Huntington, *exec. v.p. & dir. of creat. services;* Lyle B. Reigler, *v.p., treas. & a.e.;* Harry T. Duffy, *v.p., sec. & a.e.;* R. Del Dunning, *v.p. & dir. mdsg.;* Fred Michel, *prod. dept. mgr.*
Media Dept.: Mrs. Laura B. Mang, *dir.*

Moses Advertising Service
Munsey Bldg., Baltimore 2, Md. Saratoga 7-3442. Jacob G. Moses, *prop.*
Media Dept.: M. Leimbach, *space b.*

Mosher, Reimer & Williamson Advertising Agency, Inc.
220 Colorado National Bank Bldg., Denver 2, Colo. Tabor 5-8139. Robert L. Mosher, *pres., treas. & a.e.;* Ted Reimer, *v.p. & a.e.;* Mildred E. Williamson, *sec.*

Moshier Advertising Agency
626½ First Ave. N., Fargo, N. D. 5878. Alice Moshier, *o.*

Moss Associates, Inc.
415 Lexington Ave., N. Y. 17. Murray Hill 7-7377. Joseph H. Moss, *pres.;* Gerald H Bruce, *v.p. chg. mdsg.*
Media Dept.: Rosalyn Avedon, *dir.*

Moss-Chase Co.
425 Franklin St., Buffalo 2, N. Y. Grant 8614-5. Edmund J. Felt, *pres.;* Mary M. Schuler, *treas.;* Madeline B. Reid, *prod. mgr. A. e.'s:* James R. Farley, John J. Starr.
Media Dept.: Mary M. Schuler, *space b.*

Hal Moss Co., Inc.
60 W. 46th St., N. Y. 36. Circle 6-2230. Hal Moss, *o.;* A. Lichtenberg, *art dir.;* P. Frederick, *cpy. chf.*
Media Dept.: Hal Moss, *dir.*

Moulton Advertising Co.
4912 Quebec St., Washington 16, D. C. Emerson 3-4341.

Louis D. Mueller, Inc.
Union Central Life Bldg., Cincinnati 2, Ohio. Du 1-4480-1. Louis D. Mueller, *pres., dir. space b. & tb.*

C. Wendel Muench & Co.
75 E. Wacker Dr., Chicago 1, Ill. Financial 6-3481. C. Wendel Muench, *pres. & a.e.;* Weldon O. Yocum, *gen. mgr. & a.e.;* William G. Fisher, *prod. mgr.;* Donald Gerhardt, *art dir.;* Robert E. Moore, *mdsg. dir. & a.e.;* Harold M. Shover, *sls. prom. dir.;* R. T. Hickman, *a.e.*
Media Dept.: Victor Fabian, *dir.*

Maurice Mullay, Inc.
1649 Broadview Ave., Columbus 12, Ohio.

Hudson 6-4321. Maurice L. Mullay, *pres.*; John W. Corbett Jr., *v.p.*; Richard J. Myer, *v.p., art dir. & prod. mgr.*; Leo J. Sullivan, *sec.-treas.*

Brick Muller & Associates

Falls Bldg., Memphis, Tenn. 5-5848. L. F. Miller Jr., *pres. & treas.*; M. M. Muller, *v.p.*; K. C. Larkey, *sec.*; Harry D. Schorr, *art dir.*; Wilson Culp, *prod. mgr.*; S. Palmer, *tv & rad. dir.*; E. C. Ballenger, *publ. dir.*; M. A. Ramsey, *rsrch. dir. A. e.'s:* Brick Muller, Robert Kuehner, Hugh Murphy.

Mullican Co.

310 W. Liberty St., Louisville 2, Ky. Ju 3-8883. Howard J. Perry, *pres., publ. dir. & a.e.*; Arthur A. Klein, *exec. v.p., treas. & a.e.*; Roberta J. Richardson, *v.p., sec. & a.e.*; C. Kenneth Meeker, *v.p. & a.e.*; Fritzi E. Seeger, *prod. mgr.*; Carolyn Beauchamp, *rad. & tv dir.*; James C. Barrow, *art dir.*

Media Dept.: Trudie Welsh, *dir.*

Mumm, Mullay & Nichols, Inc.

33 N. Grant Ave., Columbus 15, Ohio. Capital 1-7851. Michael H. Sloman, *chmn*; John Kelley, *pres.*; Robert Schroer, *v.p.*; George Slater, *exec. v.p.*; Edmund Bigelow, *v.p.*; Hershel Amburn, *v.p.*; Philip Brown, *v.p.*; Leo Smith, *v.p.*; Robert F. Littlehale, *art dir.*; Patricia Verhine, *rsrch. dir.*; John J. Calnon, *a.e.*; Harry Katz, *a.e.*; Richard Goldfrederick, *a.e.*; Marden Long, *sec. & treas.*

Media Dept.: Robert L. Schroer, *v.p.*

Branch Office:
136 E. 57th St., N. Y. Murray Hill 8-4664. Jean Clark Thompson, *pub. rels. dir.*

John F. Murray Advertising Agency, Inc.

22 E. 40th St., N. Y. 16. Lexington 2-8000. G. K. Evans, *pres. & treas.*; W. I. Shugg, *v.p.*; Alice Carle, *sec.*

Media Dept.: Alice Carle, *b.*

Wilbur A. Myers Industrial Advertising

Second National Bank Bldg., Wilkes-Barre, Pa. Va. 3-7940. Wilbur A. Myers, *o.*; R. M. Myers, *sec.*

Willard G. Myers Advertising Agency

12 S. 12th St., Philadelphia 7, Pa. Lombard 3-0337-8. Willard G. Myers, *o.*; H. S. Sable, *sec.*; Beryl L. Sailer, *prod. mgr.*

Media Dept.: H. S. Sable, *b.*

S. Gunnar Myrbeck & Co.

1458 Hancock St., Quincy 69, Mass. Mayflower 9-3550. S. Gunnar Myrbeck, *p. & a.e.*; Aristides Viegas, *p. & a.e.*; George F. M. Crosby, *prod. mgr.*; N. A. Pepe, *bus. mgr.*; John Barons, *creat. dir.*; Harry P. Staton Jr., *mgr. ind. sls. & a.e.*; Edward J. Dowe, *mgr. prime contract sls. & a.e.*; L. C. Bower, *mgr., sub-contract slsl. & a.e.*; Robert Brandt, *traff. mgr. A. e.'s:* Donald W. Kerr, Wayne Crankshaw, Harry Miller, W. C. Freeman, N. T. Stark.

Media Dept.: Mary A. Hickey, *dir.*

Branch Office:
1341 Connecticut Ave., Washington, D. C. Decatur 2-8006. W. C. Freeman, *mgr.*

George C. Nagel & Associates

164 No. Meramec St., Clayton 5, St. Louis, Mo. Volunteer 3-2910. Geo. C. Nagel, *pres. & treas.*; Frances Nagel, *sec.*; C. G. Brethauer, *art dir.*

Media Dept.: Geo. C. Nagel, *b.*

Frank C. Nahser, Inc.

221 N. LaSalle St., Chicago 1, Ill. Financial 6-1260. Frank C. Nahser, *pres., treas. & a.e.*; Byron V. Kanaley Jr., *v.p. & a.e.*; D. M. Schuyler, *sec.*; Herbert V. Dudek, *art dir.*; Elmer W. Fieberts, *prod. mgr.*; Caroline Benson, *tv & rad. dir.*; Thomas J. O'Connor, *cpy. chf. & a.e.*; Louise Von Esh, *off. mgr.*

Media Dept.: Caroline Benson, *dir. & space b.*

William Narson Advertising

65 Clark St., Yonkers, N. Y.

Hav Nash & Associates

137 Chestnut St., Rochester 7, N. Y. Baker 8610. Haviland Nash Sr., *pres.*; Haviland Nash Jr., *sec.-treas.*; Ronald Bishop, *art dir.*; Philip Blocker, *prod. mgr.*

Media Dept.: Mrs. Sirelda Brown, *dir.*

Wesley K. Nash Co.

3741 Washington Blvd., St. Louis 8, Mo. Olive 2-7747. Wesley K. Nash, *creat.*; M. B. Nash, *rsrch.*; M. Bronson, *prod. mgr.*; R. L. White, *creat.*; Betty Chappell White, *creat.*

Theodore Reade Nathan, Inc.

350 W. 57th St., N. Y. 19. Circle 6-7954. Judson 2-3900. Theodore R. Nathan, *pres.*; Elizabeth V. Ritchie, *v.p.*; Juliette-Rose Garvey, *off. mgr.*

National Advertising Agency

1402 Main St., Kansas City 5, Mo. Vi 3542. William H. Huff, *o.*; Wm. A. Unger, *off. mgr.*; James H. Higdon, *art dir.*; Ray M. Stokes, *a.e.*

National Bakers Services, Inc.

100 W. Monroe St., Chicago 3, Ill. Randolph 6-8784. E. R. Hansberry, *pres.*; J. H. Hansberry, *exec. v.p. & a.e.*; Lee J. Medina, *v.p., sls. dir. & a.e.*; Walter H. Hopkins, *v.p., adv. dir. & a.e.*; E. Duncan, *sec.-treas.*; Walter H. Hopkins, *a.e.*

National Export Advertising Service, Inc.

405 Lexington Ave., N. Y. 17. Murray Hill 9-6835. Thomas W. Hughes, *pres.*; Joseph W. Madden, *v.p.*; Walter Kelly, *v.p.*; John D. Barone, *sec.-treas. Cpy.:* Edward Carchia, J. D. Edwards, Ed Coti; Manuel de J. Sainz, *Spanish cpy.*; Albert Gepes, *prod. mgr.*; Anthony Saris, *art dir.*; James G. Zea, *tv & rad. dir. A. e.'s:* Philip Gurvich, Gerard Viola, Claudine Waterbury.

Media Dept.: Frank Bernarducci, *dir.*; J. Nelson Wisner, *tb.*

National Outdoor Advertising Bureau, Inc.

711 Third Ave., N. Y. 17. Murray Hill 2-6200. John M. Paver, *pres. & gen. mgr.*; J. J. Hartigan, *sec.-treas.*; J. J. O'Sullivan, *v.p. & cont.*; S. W. Deck, *v.p. & optns. mgr.*; F. W. Meyer, *promot. & member inform. mgr. & v.p.*; H. F. Porterfield, *v.p. & N. Y. brnch. mgr.*; B. J. Egan, *v.p. & N. Y. ass't brnch. mgr.*; R. L. Livingston, *v.p. & gen. mgr. fld. serv.*; Wm. C. Roux, *ass't sec.*; R. L. Werner, *ass't sec.*; George Link Jr., *legal counsel.*

Branch Offices:
8 So. Michigan Ave., Chicago 3, Ill. Andover 3-0858. N. G. Vandenberg, *v.p. & brnch. mgr.*; L. E. Conley, *v.p. & ass't brnch. mgr.*; H. H. Walters, *a. superv.*
645 Griswold St., Detroit 26, Mich. Wo 1-5616. L. C. Myers, *v.p. & brnch. mgr.*
461 Market St., San Francisco 5, Calif. Douglas 2-4152. J. T. Tupper Jr., *v.p. & ass't brnch. mgr.*; J. D. Chappell, *v.p. & brnch. mgr.*

Nauman Advertising Company

40 Walnut St., Newark 2, N. J. Mitchell 3-7130. Wilbur Nauman, *pres.*; Dolores Gaines, *sec.*; E. Franco, *cpy. chf.*; Joseph Lacay, *art dir.*; M. N. Hathaway, *tv & rad.*

Neale Advertising Associates

8462 Sunset Blvd., West Los Angeles 46, Calif. Hollywood 1-9955. E. G. Neale Sr., *p., agncy. hd. & a.e.*; E. G. Neale Jr., *p. & a.e.*; Carroll Ray, *cpy. chf.*; Pete Stacey, *prod. mgr.*; Bob Boe, *art dir.*; Kathleen Borden, *publ. dir.*

Media Dept.: E. G. Neale Jr., *dir.*

Gilbert S. Nearman Co.

1186 Broadway, N. Y. 1. Lexington 2-3778. Gilbert S. Nearman, *a.e.*; Martin Heymann, *art dir.*; Phyllis Elmbinder, *prod. mgr.*

Neary Advertising Agency, Inc.

Pinesbridge Section, Beacon Falls, Conn. Tuxedo 8-2514. L. Ellsworth Neary, *pres.*; H. M. Nicholas Jr., *v.p. & prod. mgr.*; H. M. Nicholas Sr., *sec. & treas.*; John W. Cluen, *art dir.*; Phil Libretti, *phtgrphr.*

Media Dept.: L. Ellsworth Neary, *dir.*

Needham & Grohmann, Inc.

30 Rockefeller Pl., N. Y. 20. Circle 5-6200. H. Victor Grohmann, *pres., treas. & a.e.*; John M. Handley, *v.p., sec. & a.e.*; H. Nelson Kent, *v.p. & art dir.*; Kathryn Intemann, *exec. sec.*; E. R. Lagerwall, *cpy. dir.*; Samuel Boyd, *prod. mgr.*; Lawrence W. Alpaugh, *prod. mgr. A. e.'s:* John M. Keil, Alfred H. Burnham, Howard A. Heinsius.

Media Dept.: Harry C. Ledingham, *dir.*

Needham, Louis & Brorby, Inc.

Prudential Plaza, Chicago 1, Ill. Whitehall 4-3400. Maurice H. Needham, *pres.*; John J Louis, *sr. v.p.*; Melvin Brorby, *sr. v.p.*; Otto R. Stadelman, *sr. v.p.*; W. Raymond Fowler, *sr. v.p.*; Max D. Anwyl, *sec.-treas.*; William P. Bager, *v.p.*; Paul Belknap, *v.p.*; Steuart H. Britt, *v.p. & rsrch. dir.*; Robert P. Burton, *v.p.*; James G. Cominos, *v.p. & tv-rad. dir.*; Edmond C. Dollard, *v.p. & a.e. dir.*; Vinton Hall, *v.p.*; Paul C. Harper Jr., *v.p.*; William D. Horne Jr., *v.p.*; James L. Isham, *v.p.*; Joseph J. Keene, *v.p.*; John H. Kies, *v.p. & art dir.*; Erwin A. Miessler, *v.p. & prod. dir.*; Raymond E. Miller, *v.p. & mktg. dir.*; John S. Nagel, *v.p.*; William H. Ohle, *v.p.*; F. Winslow Stetson, *v.p.*; Alan Wallace, *v.p. chg. tv & rad. pgmng.*; Howard M. Brenneman, *cont.*; Clarence R. Lash, *agricultural techn.*; William R. Miner, *pub. rels. dir.*; Joseph J. Neylon, *traff. dir.*; Herbert F. Zimmerman, *office mgr. A. e.s:* John Baldwin, Paul Belknap, John Brooks, Robert R. Burton, James G. Cominos, Charles Dering, Edmond C. Dollard, Charles Ewart, W. Raymond Fowler, Vinton Hall, Paul C. Harper

Jr., William D. Horne Jr., Ross K. Hoy, James L. Isham, Joseph J. Keene, Granger F. Kenly, William L. Lavicka, John J. Louis Jr., William E. Malone Jr., Bruce McLean, Erwin A. Miessler, Frederick A. Mitchell, Frederick D. Montgomery, Ruth Wood Muench, John S. Nagel, Richard H. Needham, William H. Ohle, Edward W. S. Reed, Alfred P. Ries, Graham Rohrer, Richard Rothlin, Gene Seehafer, Robert F. Steinhoff, F. Winslow Stetson, Daniel Welch, Robert D. Williams, John A. Willoughby. *Ass'ts to a. e.'s:* E. James Charlesworth, Robert J. Curry, H. Robert Maddock, Raymond Pierobon.

Media Dept.: Otto R. Stadelman, *dir.*

Branch Offices:
1680 N. Vine St., Hollywood 28, Calif. Holly wood 2-2391. Michael Gradle, *w. cst. mgr.*
730 Fifth Ave., N. Y. 19. Plaza 7-0333. Frederick A. Mitchell, *v.p. & mgr.*
Needham, Louis & Brorby of Canada Ltd., 880 Bay St., Toronto 5, Ont., Can. Walnut 3-9817. John A. Willoughby, *v.p. & mgr.*

R. Neily Associates, Inc.

734 Statler Office Bldg., Boston 16, Mass. Hancock 6-1227. R. Neily Jr., *pres., treas. & a.e.;* E. A. Neily, *v.p. & a.e.;* J. Blenn Perkins, *sec.;* Shirley Wildes, *ass't treas.;* Joseph Saleme, *art dir. A. e.'s:* Wray P. White, Lowell F. Wentworth, Rachel Merrill.

Media Dept.: Shirley Wildes, *dir.;* Rachel Merrill, *tb.*

Branch Office:
Nooyhbay Harbor, Me. 585. Laurence Sisson, *mgr.*

Ralph Nelms, Inc.

Box 1624 SS Station, Springfield, Mo. 4-2555. Ralph A. Nelms, *pres.;* Annabelle Gray, *sec.;* J. H. Richards, *a.e.;* Richard C. Wilcox, *art dir.;* Anderson F. Miller, *prod. mgr.*

Nelson Advertising Co.

308-309 Masonic Temple Bldg., Des Moines 9, Iowa. At 8-6555-6. Richard V. Nelson, Richard H. Nelson, *a.e.'s;* Grace H. Nelson, *treas.;* George Rever, Cliff Johnson, Bob Artley, *art & prod.*

Nelson Advertising

3305 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 7-8368. Irwin S. Green, *pres., tv-rad. dir. & a.e.;* Beatrice S. Cowan, *sec., prod. mgr., cpy. chf., rsrch. dir. & a.e.;* Bon Theodore, *art dir.;* Maurice Harris, Jackie Savitt, *a.e.'s.*

Media Dept.: Irwin S. Green, *dir., tb. & tal. b.;* Beatrice S. Cowan, *space b.*

Carvel Nelson & Powell Advertising Agency

1604 S. W. 10th Ave., Portland 1, Ore. Capitol 2-1821. Carvel Nelson, *pres. & a.e.;* Douglas Powell, *v.p. & a.e.;* Don Allen, *v.p. & a.e.;* W. Sherman Pedersen, *sec.-treas. & a.e.;* Bernard Hjorth, *prod. mgr.;* Jack Myers, *art dir.;* John M. Slocum, *tv-rad. dir. & a.e.;* Larry Warren, *publ. dir.;* Mary Webber, *cpy. chf.;* Irvin Walsh, *v.p. & a.e.;* Pete Teel, *a.e.*

Media Dept.: Cleo Kirk, *space b.;* John M. Slocum, *tb.*

George R. Nelson, Inc.

208 State St., Schenectady 5, N. Y. Franklin 4-4135. George R. Nelson, *pres. & treas.;* Helen C. Nelson, *v.p.;* Alice Pach, *sec.;* Robert B. Stone, *tv dir.;* Robert S. Cragin, *rad. dir., cpy. chf. & publ. dir.;* Arnold Hitchins, *art dir.;* Peg Anderson, *libr. & rsrch.*

Media Dept.: Ruth W. Wark, *tb.;* Tillie Reinig, *tb. & space b.*

Harvey B. Nelson

40 Coolidge Ave., West Caldwell, N. J. Caldwell 6-2227. Harvey B. Nelson, *p.;* Ruth M. Nelson, *p.*

Lloyd W. Nelson, Inc.

501 Syndicate Bldg., Minneapolis 2, Minn. Federal 8-4753. Lloyd W. Nelson, *pres.*

Ken Nelson Creative Advertising

806 Roanoke Bldg., Minneapolis 2, Minn. Federal 6-4102, 6-7633. Ken Nelson, *o. A. e.'s:* Ned Axt, Ralph Robertson.

Nelson-Willis, Inc.

501 Syndicate Bldg., Minneapolis 2, Minn. Lincoln 4753. Lloyd W. Nelson, *pres. & treas.;* Herbert A. Willis, *v.p.;* James H. Askren, *art dir.;* Dorothy Clark, *prod. mgr.;* Clyde D. Lake, *rad. dir.;* James R. Cronin, *tv dir.;* Ronald Oakland, *a.e.*

Nemarow Advertising Agency

604 Landis Ave., Vineland, N. J. Vi 9-3250. Sydney R. Nemarow, *pres. & a.e.;* Fred Lang, *v.p. & a.e.;* Roberta Nemarow, *sec.-treas.;* Paul E. Heritage, *art dir. & prod. mgr.;* William A. Snyder, *a.e.*

Media Dept.: Harriet C. Helbling, *space b.*

Nesbitt Service Co.

Hanna Bldg., Cleveland 15, Ohio. Cherry 1-4804. K. A. Nesbitt, *o. & a.e.;* M. R. Murphy, *sec. & a.e.;* Paul Gebhart, *art dir.*

Netedu Advertising, Inc.

816 Ship St., St. Joseph, Mich. Yukon 3-5810. John R. Netedu, *pres., treas. & a.e.;* Thomas J. Mathieu, *v.p. & prod. mgr.;* Loren G. Fry, *sec. & art dir. A. e.'s:* Dean Owen, Marshall B. Nelson.

Newby & Peron, Ltd.

59 E. Van Buren St., Chicago 5, Ill. Harrison 7-9494. A. Wesley Newby, *pres. & a.e.;* Harry Miller, *v.p. & art dir.;* A. Herbert Peron, *treas., sec. & a.e.*

Media Dept.: M. Barrett, *space b.*

Newhoff-Blumberg Advertising Agency

529 N. Charles St., Baltimore 1, Md. Lexington 9-7155. Theodore A. Newhoff, *p.;* Frank L. Blumberg, *p.*

D. L. Newman Advertising Agency

680 Sutter St., San Francisco 8, Calif. Garfield 1-7454. D. L. Newman, *pres.*

Emmet J. Newman Advertising Agency

180 N. Wabash Ave., Chicago 1, Ill. Dearborn 2-7100. Emmet J. Newman, *pres.;* Louis S. Newman, *tv & rad. dir.;* John Arailis, *prod. mgr.;* Lillian Savit, *cpy. chf.;* Rocco Bolognia, *art dir.;* John Erwin, *ass't art dir. A. e.'s:* Eugene Dalasky, Plato Thalos, Martin Silver.

Newman, Lynde & Associates, Inc.

1628 San Marco Blvd., Jacksonville 7, Fla. Exbrook 8-9721. Hunter Lynde, *pres. & a.e.;* David E. Robeson, *v.p. & a.e.;* Ron G. Sercombe, *sec. & pub. rels. dir.;* Ned Hubbard, *treas. & a.e.;* John T. Hopkins, III, *v.p. & tv & rad. dir.;* Ed Duckett, *art dir. A. e.'s:* John A. Bunker, J. Clifton Lewis.

Branch Office:
804 Florida Theatre Bldg., St. Petersburg, Fla. 7-2927. Stanley R. Nutting, *v.p. & a.e.* Affiliate: 616 Brent Annex, Pensacola, Fla. Justin R. Weddell Associates.

Newman, Stern, Mandell Advertising Agency

1000 Lincoln Rd. Bldg., Miami Beach, Fla. Jefferson 1-0807-8-9. Leslie A. Stern, *pres. & a.e.;* Irving Mandell, *v.p., publ. dir. & a.e.;* Stuart G. Newman, *sec. & treas. & a.e.;* Warren Hayes, *art dir.;* Irving Ostrow, *prod. mgr.*

Media Dept.: Leslie A. Stern, *dir.*

Branch Office:
520 Biscayne Blvd., Miami, Fla. 9-0969.

Michael Newmark Agency

4 W. 40th St., N. Y. 18. Longacre 5-5622. Michael Newman, *prop. & a.e.;* Frank A. Franklin, *gen. sls. mgr. (indus. div.) & a.e.;* Jerrold Feldman, *ass't sls. mgr. & a.e.;* Howard Price, *mgr. real estate & financl. div. & a.e.;* Bernard Yellon, *art dir.;* Dave Hodges, *ass't art dir.;* Lucille Curtis, *prod. mgr.;* Loughton Smith, *cpy. chf. & a.e.;* James Leeds, *tv-rad. dir. & a.e.;* Gerald Freeman, *publ. dir.;* John Simpson, *ass't publ. dir. A. e.'s:* Alice Kutzin, Gerald Freeman.

Media Dept.: Morris Munje, *dir. & space b.;* James Leeds, *tb.*

Newmarks Advertising Agency, Inc.

217 Seventh Ave., N. Y. 11. Watkins 9-5400. Samuel S. Zipser, *pres.;* Joseph Bell, *sec.-treas.;* Al Wasserman, *art dir.;* Nick Krikis, *prod. mgr.;* A. Chernok, *off. mgr. A. e.'s:* Alice Pitt Moffett, Milton L. Weiss.

William Nicosia Advertising, Inc.

250 W. 57th St., N. Y. 19, Circle 6-6046-7-8.

Albert Sidney Noble Advertising

52 Vanderbilt Ave., N. Y. 17. Murray Hill 6-8788. A. S. Noble, *o.;* F. V. Kennedy, *traff. mgr.;* B. T. Ferguson Jr., *rsrch. dir.;* B. J. Franken, *fash. cpy. chf.;* J. T. Kangas, *agricultrl. cpy. chf.*

Media Dept.: B. T. Ferguson Jr., *dir.*

Noble-Dury & Associates, Inc.

412 Vendome Bldg., Nashville, Tenn. Alpine 6-3147. Albert Noble, *chmn bd.;* Bill Graham, *pres.;* Bill Dury, *exec. v.p.;* Harold Twitty, *v.p.*

Norman, Craig & Kummel, Inc.

488 Madison Ave., N. Y. 22. Plaza 1-0900. William H. Weintraub, *chmn bd.;* Elkin Kaufman, *pres.;* Norman B. Norman, *chmn plans bd., exec. v.p.;* Eugene Kummel, *v.p. & sec.;* B. David Kaplan, *v.p. & treas.;* Walter Craig, *v.p. chg. tv & rad.;* Richard

Bowman, *v.p., cpy. superv.;* John D. Scheuer, *sr. v.p.;* John B. Morris, *v.p., dir. marktg. & rsrch.;* Kay Daly, *v.p. cpy. & fash. superv.;* Reggie Schuebel, *v.p. chg. bdcast m.;* Richard Bouton, *v.p.;* William Zerweck, *v.p. & prod. mgr.;* Roselou Flanagan, *gen. mgr. A. e.'s:* H. G. Bissinger, Warren Fales, Chester Herzog, David Luxner, L. J. McGrady, Robert Russell, Florence St. George, James M. Shivas, Thomas T. Stafford, Paul Carey, Harriet Pirk; *tv & rad dept.:* Walter Craig, *dir.;* Reggie Schuebel, *chg. bdcast-m;* Sheldon Platt, *mgr. production;* John Christ *(Los Angeles) producer;* Jeanne Sullivan, *chf. tb.*

Branch Offices:
608 Madison Ave., Toledo 4, Ohio. Cherry 8-4265. George Paneff, *mgr.*
8733 Sunset Blvd., Los Angeles, Calif. John Christ, *producer.*

Kelso Norman Advertising

222 Kearny St., San Francisco 8, Calif. Do 2-3942. Kelso Norman, *o. & a.e.;* Ben Sumrall, *art dir.;* Angus Babcock, *cpy. chf.;* Tom Killilea, *prod. mgr.;* Jean Welsh, *publ. & rsrch. dir.;* Irv Cotanch, *a.e.*

Media Dept.: Beryl Theurer, *dir. & space b.*

North Advertising, Inc.

Merchandise Mart, Chicago 54, Ill. Wh 4-5030. Don Paul Nathanson, *pres.;* Cyrus H. Nathan, *exec. v.p.;* Harold Rosenzweig, *v.p. & treas. A. grp. supervs:* Richard Fechheimer, *v.p.;* George H. Gruenwald, *v.p.;* Charles P. Hirth Jr., *v.p. A. e.'s:* Austin D'Alton, Bennett W. Cooper, Bernard D. Lee, James F. Mackin, John A. Rundall, Kerry F. Sheeran III. *Creat. dirs.:* Alice W. Westbrook, Mary A. Schroeder. *Art dirs.:* Robert G. Fryml, John Temple; Lester A. Delano, *dir. mktg. services;* Dr. Saul Ben-Zeev, *dir. rsrch.;* Richard Sachse, *mdsg. dir.;* Jack C. McCord, *tv-rad. bus. affairs.*

Media Dept.: Richard S. Paige, *dir.;* Robert R. Riemenschneider, Armella Selsor, *bs.*

Branch Offices:
9533 Brighton Way, Beverly Hills, Calif. Crestview 6-7048. Bruce Dodge, *v.p. chg.;* Walter N. Hiller Jr., *mgr.;* Maxine Anderson, *prod. chf.;* Jeff Nathanson, *ass't prod.*
6 E. 45th St., N. Y. Oxford 7-0414. Bruce Dodge, *v.p. chg.;* Frank Higgins, *hd. prod.;* Mary Myers, *prod. superv;* Robert W. Gordon, *ass't prod.*

Northeastern Advertising Agency, Inc.

532 Chestnut St., Lynn, Mass. Ly 2-8502. Lawrence Doty, *pres.;* Rae E. Renehan, *v.p. & a.e.;* Mildred O. Honors, *prod. mgr.*

Media Dept.: Rae E. Renehan, *space b.*

Earl C. Noyes Advertising Agency

Washington Bldg., Washington 5, D. C. Sterling 3-2440. Earl C. Noyes, *pres.;* C. E. Morse, *mgr. A. e.'s:* Laura Vay, F. S. Webster.

Media Dept.: M. D. Randall, *tb. & space b.*

Horton Noyes Co.

Industrial Trust Bldg., Providence, R. I. Gaspee 1-2087. Frederick C. Noyes, *p.;* C. Darrell Prutzman, *p.;* Carroll H. Rickard, *p.;* Herbert W. Gerlach, *assoc. p.;* William P. Meigs Jr., *assoc. p.;* Albert E. Van Wagner, *assoc. p.*

Media Dept.: Carroll H. Rickard, *dir.;* Theodore Eilenberg, *superv. space;* Henry C. Hart Jr., *superv. tv & rad.*

Noyes & Sproul, Inc.

444 Madison Ave., N. Y. 22. Plaza 3-5580-1-2-3. A. E. Sproul Jr., *pres. & bd. chmn;* Dorothy Noyes, *v.p., sec. & treas.;* Eino J. Macklin, *a.e. & grp. creat. dir.;* Ira L. Nichols, *a.e. & grp, cpy. chf.;* Clement F. Theisen Jr., *a.e. & grp. mkt. rsrch. dir.;* Harry Johnson, *mgr. art dept.;* Bernard Brussel Smith, *grp. art dept.;* Harvey Fishbein, *prod. mgr.;* Harold Coy, *pub. rels. dir.;* Ruth M. Mishnun, Ray Borne, *rsrch. dirs. A. e.'s:* R. A. Steindler, T. Millard Watson.

Media Dept.: Ruth Osgood, Florence G. Bowen, *mgrs.*

Branch Office:
Lakeland, Fla. Mrs. Annie G. Hull, *mgr.*

Nyburg Advertising, Inc.

914 N. Charles, Baltimore 1, Md. Mulberry 5-9011. Robert S. Nyburg, *pres.;* Carol H. Little, *art dir.;* Nanci D. White, *cpy. chf.*

David H. Obermeyer Advertising Agency

P. O. Box 2689, Orlando, Fla. 5-1569-70. Charles W. McBurney, *o. & a.e.;* Charles F. Fry, *mgr. & a.e.;* Helen L. Knorr, *prod. mgr.;* L. Clark Inger, *art dir.*

Media Dept.: Charles F. Fry.

W. W. O'Brien Advertising Agency, Inc.

5 St. Paul St, Rochester 4, N. Y. Baker 2-4056. W. W. O'Brien, *pres., treas. & a.e.;* Bette Claffee, *sec.;* Gordon E. Cole, *v.p., prod. mgr. & a.e.;* Edwin Ziarko *art dir.;* Mark Van Liew, *tv cpy. chf.;* Claire Kooman, *a.e.*

R. T. O'Connell Co.

420 Madison Ave., N. Y. 17. Plaza 3-5412. R. T. O'Connell, *pres. & a.e.;* Ethel Merklen, *exec. v.p. & a.e.;* George L. Miller, *v.p. & a.e.;* Harry Weiss, *prod. mgr.;* Jack Chatham, *art dir.*

Odell & Associates

462 W. Park Ave., Mansfield, Ohio. 4285-6. Emery A. Odell, *mng. p. & a.e.;* Mary W. Odell, *p.*

Odiorne Industrial Advertising

500 W. S. College St., Yellow Springs, Ohio. Springs 7-7229. R. L. Odiorne, *o. & a.e.;* Paul Cooper, *prod. mgr.;* Read Viemeister, *art dir.;* Budd Steinhilber, *art dir. A. e.'s:* George W. Dewey, Roger W. Brucker.

John W. Odlin Co., Inc.

44 Portland St., Worcester 8, Mass. Pleasant 5-1023. John W. Odlin, *pres., treas., prod. mgr.;* Anna C. Odlin, *v.p.;* Rita C. Devlin, *ass't treas.;* Natalie A. Rourke, *rsrch. dir.;* Howard M. Cutler, *a.e.*

Media Dept.: Rita C. Devlin, *space b.*

Charles Z. Offin

30 E. 60th St., N. Y. 22. Plaza 3-6381. Charles Z. Offin, *pres.*

Media Dept.: Margaret Rieser, *space b.*

John T. O'Flaherty, Inc.

9 Rockefeller Pl., N. Y. 20. Circle 6-6550. John T. O'Flaherty, *pres. & treas.;* May Belle O'Flaherty, *v.p. & sec.*

Media Dept.: Nancy Kuhlmann, *space b. & tb.*

Ogden Advertising

412 Delaware Ave., Towson 4, Md. Valley 5-8100. Ashley G. Ogden.

Ogilvy, Benson & Mather, Inc.

589 Fifth Ave., N. Y. 17. Murray Hill 8-6100. David Ogilvy, *pres.;* Shelby H. Page, *v.p. & treas.;* Dave Margaretten, *v.p.;* Rollin C. Smith, *v.p. & art dir.;* Judson Irish, *v.p. & cpy. chf.;* Arthur Daly, *tv & rad. dir.;* Phillip Tomalin, *assoc. tv & rad.;* Michael Winow, *prod. mgr.;* Myron Helfgott, *rsrch dir.* V.p. & *a.e.'s:* Basil Matthews, William Bijur, Frank Johnson, Eleanor Dean, William Blair. *A. e.'s:* John Jackson, William Ziegler, Arthur Hay, David McCullough, Paul Caravatt, Michael Ben-Dror, James Heekin, Robert Higgons, Charles Fredericks, Edward Gardner, Peter Gagarin, Charles Strauss; James McCaffrey, *v.p.*

Media Dept.: James McCaffrey, *dir.;* Walter Kashen, *mgr. space;* Martin Kane, *mgr. time;* Ann Janowicz, *tb.*

O'Grady-Andersen-Gray, Inc.

720 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-6692. William J. O'Grady Jr., *pres., treas. & a.e.;* Robert P. Gray, *exec. v.p., sec. & a.e.;* Edwin G. Foreman Jr., *v.p.;* George Burbach, *art dir.;* V. C. Jones, *prod. mgr.*

Ohio Advertising Agency, Inc.

2300 Payne Ave., Warner Bros. Bldg., Cleveland 14, Ohio, Superior 1-7070. Samuel L. Abrams, *pres., treas. & a.e.;* Michael Cassell, *treas.;* Al Kocab, *art dir.;* Bur Schildhouse, *mgr., cpy. chf.;* Van Lane, *tv & rad. dir.;* Dorothy Klein, *publ. dir.;* Don Allen, *rsrch. dir. & a.e.;* Peter Roper, *a.e.*

William H. O'Kane Advertising Agency

Bulkley Bldg., Cleveland 15, Ohio. Chagrin Falls 7-7171.

O'Leary Associates, Inc.

RR #5 E. State St., Rockford, Ill. 5-2623. R. L. Connor, *pres. & a.e.;* A. C. Sager, *v.p. & a.e.;* Bernice Phillips O'Leary, *sec.-treas. & a.e.;* Shirley Madsen, *art dir.;* Mary Anne Garner, *cpy. chf.*

Jerome O'Leary Advertising Agency

115 Chauncy St., Boston 11, Mass. Jerome M. O'Leary, *pres.;* Edward Germano, *art dir.;* Betty-Jane Collings, *prod. mgr.;* Dorrit E. Anderson, *cpy. chf.;* Marianne Knight, *personnl. dir.;* Evelyn Regan, *publ. dir.;* Stephen Greyser, *rsrch. dir. A. e.'s:* William Gorman, Nicholas Perry, William Oranburg.

Media Dept.: Marianne Knight, *dir.*

Olian & Bronner, Inc.

35 E. Wacker Dr., Chicago 1, Ill. State 2-3381. Irwin A. Olian, *pres.;* Maurice H. Bronner, *exec. v.p.;* Nelson Fuqua, *cpy. dir.;* Robert Singer, *v.p.*

Media Dept.: A. C. (Kay) Kennelly, *dir.;* Mary Sheridan, *space & print b.*

Olmsted & Foley

1200 Second Ave. S., Minneapolis 3, Minn. Atlantic 8166. Ward H. Olmsted, *exec. p.;* John T. Foley, *exec. p.;* Ward W. Olmsted, *p. & art dir.;* John K. Mortland, *p. & a.e.;*

George C. Hellickson, *p., pub. rels. dir.;* Everett T. Olson, *prod. mgr.;* Bradley G. Morison, *creat. dir.;* Cyrus Y. Schelly, *cpy. chf.*

Media Dept.: Warren T. Way, *dir.*

Olney & Berrall

808 N. 3rd St., Milwaukee 3, Wis. Broadway 3-5102. Richard C. Olney, *p. & a.e.;* Joel J. Berrall, *p. & a.e.*

Olympius Advertising

311 E. Main St., Stockton 2, Calif. Howard 4-7736. S. K. Olympius, *gen. mgr., pres.;* N. K. Rosenblatt, *v.p.;* Jim Ogawa, *art dir.;* Bob Del Re, *prod. mgr.*

Branch Office:
5420 Jillson St., Los Angeles 22, Calif. Raymond 3-4879.

O'Malley Advertising & Selling Co., Inc.

68 Devonshire St., Boston 8, Mass. Li 2-7138-9. C. J. O'Malley, *pres., treas.;* C. D. O'Malley, *exec. v.p.;* Louis J. O'Malley, *v.p. & publ. dir.;* Jane Power, *sec.*

Media Dept.: C. J. O'Malley, *space b.*

O'Neill Co.

2651 University Ave., St. Paul 14, Minn. Midway 5-2680. Ned O'Neill, *mgr.*

O'Neil, Larson & McMahon

230 N. Michigan Ave., Chicago 1, Ill. Andover 3-4470. N. J. McMahon, *p.;* E. H. Larson, *p.;* H. Jesuit, *chf. acctg. officer;* J. L. Littleton, *prod. mgr.;* Frank C. Foster, *art dir. A. e.'s:* E. D. Silha, Raymond J. Smasal, Frank G. Stein.

Media Dept.: F. Broitman, *dir.;* E. Silha, *tb.*

E. A. Oppenheim Co.

1200 Michigan Theatre Bldg., Detroit 26, Mich. Woodward 1-6765. E. A. Oppenheim, *mng. dir.;* I. Lee, *sec.;* G. Weipert, *tv & rad. dir.;* H. Barnowske, *prod. mgr. A. e.'s:* E. A. Oppenheim, J. Ridley, D. Neiman, G. Weipert.

Ormsbee Associates

37 Water St., West Haven, Conn. West 4-0200. H. F. Ormsbee, *o., cpy. chf. & a.e.;* Chris Lawless, *art dir.;* A. G. Ormsbee, *a.e.*

Media Dept.: A. G. Ormsbee, *dir.*

Maurie H. Orodenker Advertising Agency

1530 Land Title Bldg., Philadelphia 10, Pa. Locust 4-1388. Maurie H. Orodenker, *o.;* Dorothy Berger, *art dir.;* Louise LiRubba, *prod.;* Sheldon Elster, *cpy. chf.*

Media Dept.: Maurie H. Orodenker, *space b.*

John O'Rourke Advertising

Flood Bldg., San Francisco 2, Calif. Do 2-6570. John J. O'Rourke, *pres. & a.e.;* Wm. M. Ahern, *exec. v.p. & a.e.;* Jack R. Waln, *pub. rels. dir. & a.e.;* Genevieve E. Dorland, *off. mgr.;* Jeanne C. Krug, *prod. dir.;* Cornelia Hanel, *art dir.;* Robert F. Ohrenschall, *a.e.*

Media Dept.: Elaine E. Hodges, *dir.*

Robert W. Orr & Associates, Inc.

4 W. 58th St., N. Y. 19. Plaza 9-8050. Robert W. Orr, *pres.;* Robert P. Clark, *administn. v.p. & treas.;* Eldon D. Sullivan, *v.p. & a.e.;* Richard A. Russell, *v.p. & a.e.;* Carroll L. Pfeifer, *v.p. & a.e.;* George H. Guinan, *v.p. & a.e.;* Lee Harwood, *v.p. & a.e.;* Ted Sandler, *v.p. & exec. art dir.;* Lou Hirx, *v.p. & prod. mgr.;* Henry Slesar, *v.p. & creat. dir.;* Donald J. Johnstone, *mktg. & rsrch.;* Samuel S. Moody Jr., *mdsg. dir.;* Louis L. Ergman, *v.p., tv & rad. dir.;* Robert Blumenthal, *trade prom. dir.;* Regina Sarmanho, *publ. dir.*

Media Dept.: Edward D. Cummings, *dir.;* Eleanor Accles, *space b.;* Nina Flinn, *tb.*

Branch Offices:
Leggett Nicholson & Parners, Ltd., 17-19 Stratford Place, London, Eng.
Office Publicité Technique et Artistique (OPTA) 96 Rue de la Victol're, Paris, France.

W. Wallace Orr, Inc.

1518 Walnut St., Philadelphia, Pa. Kingsley 6-4140. W. Wallace Orr, *pres.*

Media Dept.: Greta Dunsmore, *tb. rad. & print;* Marvin Fisher, *tv.*

Osgood & Hazen Advertising

270 Park Ave., N. Y. 17. Murray Hill 8-7860. William H. Osgood, *o.;* C. S. Seymour, *treas.;* Robert Cihi, *art dir.;* William Gillette, *a.e.*

Bernard F. Ostreicher Advertising

463 Statler Office Bldg., Boston 16, Mass. Hancock 6-6124. Bernard F. Ostreicher, *o.*

Charles Osheroff & Co.

545 26th Ave., Moline, Ill. 4130 Charles Osheroff, *prop.*

Charles Oswald, Inc.

1783 E. 11th St., Cleveland 14, Ohio. Main 1-2059. Charles Oswald, *pres., treas. & a.e.;* Robert A. Oswald, *v.p.;* Mary L. Oswald, *sec.*

Joe Ott, Inc.

422 N. Water St., Milwaukee 2, Wis. Daly 8-1000. Joseph J. Ott, *pres. & treas. V.p.'s:* Joseph J. Ott Jr., Alan H. Ott; Irene H. Ott, *sec.;* George Heim, *art dir.;* Joe Ott, *cpy. chf.*

Media Dept.: Joseph J. Ott, *space b.*

Otto & Abbs Advertising, Inc.

Guardian Bldg., Detroit 26, Mich. Woodward 1-6750. Rudrick R. Otto, *pres., treas. & a.e.;* Jerome K. Abbs, *v.p., cpy. chf. & a.e.;* Donald J. Fox, *sec., prod. mgr. & a.e.*

Robert Otto & Co., Inc.

25 W. 45th St., N. Y. 36. Columbus 5-6930. Robert H. Otto, *chmn bd. & pres. V.p.'s:* A. L. Beyea, Richard W. Battan, Stewart L. Fritche; Lolita B. Hand, *sec.-treas.*

Media Dept.: Patrick A. Petrino, *mgr.;* Ernest Ball, M. A. K. Banchasi, Angel T. Tio, *bs.*

Branch Offices:
25 de Mayo, 306 Buenos Aires, Argentina. 32-9667. W. A. MacLean, *mgr.*
60 Haymarket, London W.I., England. Trafalgar 1122. JustBorthen, *mgr.*
Paseo de La Reforma 134, Mexico 6, D.F., Mexico. 46-85-76. Ignacio Carral, *mgr.*

Media Dept.: Sergio Velasquez, *exec. in. chg.*
222 Simcoe St., Toronto, Ont., Can. Empire 6-9226. Wilbert Perry, *v.p.*

Outdoor Advertising, Inc.

60 E. 42nd St., N. Y. 17. Murray Hill 2-2800. Warner R. Moore, *pres.*

Ovesey & Straus, Inc.

350 Fifth Ave., N. Y. Oxford 6-4290. Regina Ovesey, *pres.;* David Straus III, *v.p. & sec.;* Muriel Cadel, *rsrch. dir.;* Milton E. Stanson, *tv & rad. dir.*

Media Dept.: Margaret O'Dea, *treas.;* Ruth Burr, *tb., ass't a.e., consumer print.*

Edward Owen & Co.

West Avon Road, Avon, Conn. Farmington-Orchard 7-1651. Edward J. Owen, *pres.;* John C. Owen, *rsrch. dir. & a.e.;* Robert Cunningham, *art dir. A. e.'s:* John C. Owen, Paul de Lahunta, W. J. Stanton.

Media Dept.: John C. Owen, *dir.*

Merritt Owens Advertising Agency, Inc.

365 New Brotherhood Bldg., Kansas City, Kan. Drexel 1-7250. Merritt Owens, *pres.*

Media Dept.: Merritt Owens, *tb. all;* Robert J. Edwards, *a.e., tb. all.*

Pace Advertising Agency, Inc.

19 W. 44th St., N. Y. 36. Murray Hill 7-4090. Elias Schonberger, *pres. & a.e.;* Peter Frenkel, *exec. v.p. & a.e.;* David E. Winnick, *v.p., mdse. dir. & a.e.;* Max Weintraub, *sec.-treas.;* S. I. Altman, *cpy. chf.;* Elmer Pfeffer, *art dir.;* Irving Ginsberg, *prod. mgr.;* Jay Dresner, *rsrch. dir.;* June Rutkofsky, *publ. dir. A. e.'s:* Lawrence Nelson, Aaron W. Davis, Jay Dresner, Betty Silon.

Media Dept.: Betty Silon, *tb.;* Irving Krouse, *dir. & space b.*

Pace, Root & South, Inc.

417 N. Vermilion, Danville, Ill. 1021. James V. Root, *pres.;* Frank A. South, *v.p.;* Robert C. Pace, *sec.-treas.*

Media Dept.: James V. Root, *pres., tb. all;* Frank A. South, *tb. all.*

Pace-Wiles Advertising

704 Fourth Ave., Huntington, W. Va. 20326. V. Kirk Wiles, *pres.;* Barbara S. Wiles, *sec.-treas.;* James F. Tabor, *a.e.*

Pacific Advertising Staff

1444 Webster St., Oakland 12, Calif. Templebar 2-2885. Carl W. Sickler, *o-mgr.;* Richard L. Amundsen, *a.e.;* John Hermansky, *a.e.*

Pacific National Advertising Agency

2124 Fourth Ave., Seattle 1, Wash. Elliott 1401. William H. Horsley, *chmn bd.;* Trevor Evans, *pres.;* Milton Foland, *v.p.;* Frank V. Twist, *rsrch. dir.;* Frank Horsley, *sec.;* C. W. Franklin, *treas.;* George Glavin, *mdsg. dir.;* Grant Merrill, *tv & rad. dir.;* Fred Sprague, *creat. dir.;* Monte Solkover, *prod. mgr.;* Peter Meilleur, *art dir.;* Lola Barden, *pub. rel. dir.*

Media Dept.: Gertrude M. Nyman, *dir., tb. all.*

Branch Offices:
715 Cascade Bldg., Portland, Ore. Ca 2-1021.

Milton A. Foland, *v.p., mgr.*
Media Dept.: Shirley J. Taitt, *tb. all.*
W. 115 Broadway, Spokane, Wash. Fairfax 7-9585. Martin Boss, *mgr.;* Irene Wood, *tb. all.*
48 Second St., San Francisco, Calif. Douglas 2-6947. Harvey H. Strobusch.

Pacific Western Advertising Agency, Inc.
281 S. Thomas St., Pamona, Calif. Lycoming 8-4112. Andrew Johnson, *chmn bd. & pres.;* B. W. Arbour, *exec. v.p., sec., treas., cpy. chf. & a.e.;* Joseph A. Allard, *v.p.;* Nell Jones, *rad. dir., rsrch. dir. & libr.;* Al DeCuir, *art & publ. dir.*
Media Dept.: B. W. Arbour, *dir.;* Nell Jones, *tb. & space b.*

Packard Advertising Agency
214 S. 12th St., Philadelphia 2, Pa. Ki 5-6600. M. Murray Vernik, *pres.;* Al Golde, *prod. mgr. & art dir.*
Media Dept.: Al Golde, *space b.;* Mark Forrest, *tb.;* Ann Carango, *dir.*

Padco Advertising Co.
7510 Delmar Blvd., St. Louis 5, Mo. Volunteer 3-2600. Paul D. Kranzberg, *o.;* Lillian T. Kubota, *tb.*

Page, Noel, Brown, Inc.
270 Park Ave., N. Y. 17. Eldorado 5-2850. Elliott Nonas, *pres. & a.e.;* Bertram W. Lief, *v.p. & a.e.;* Seymour Rosman, *prod. mgr.*
Media Dept.: Bernard Bishop, *dir.*

Hugh S. Paine Advertising Service
Houghton, N. Y. M. W. Paine, *actng. hd.*

Pairo Advertising Agency
223 Peachtree St., Atlanta 3, Ga. V. A. Pairo, *o.*

John R. Palandech Agency
705 S. Wells St., Chicago 7, Ill. Harrison 7-3006.

Charles Palm & Co., Inc.
Jerome Ave., Bloomfield, Conn. Chapel 2-1250. Charles Palm, *pres.;* John P. Vann, *art dir.;* Robert Atwater, *a.e.*

Palm & Patterson, Inc.
Fidelity Bldg., Cleveland, Ohio. Main 1-2568. A. C. Palm, *pres.;* T. King-Hedinger, *exec. v.p.;* R. S. Lee, *v.p.*
Media Dept.: Bruce Palm, *dir.*

Pams Advertising Agency
3006 Indiana St., Dallas 26, Tex. Prospect 2851. William Meeks, *pres., tv dir. & a.e.;* Marjorie Meeks, *sec.-treas.;* Ferne Lloyd, *cpy. chf. & prod. mgr.;* James Ottinger, *flm. dir.*
Media Dept.: William Meeks, *space b. & tb.*

Paris & Peart, Inc.
370 Lexington Ave., N. Y. 17. Murray Hill 9-2424. A. G. Peart, *pres.;* J. H. Rehm, *exec. v.p. & treas.;* Thayer Durell, *sec. & compt.;* Maurice A. Umans, *creat. dir.;* F. Yelinek, *art dir.;* R. Largo, *prod. mgr.;* Dorothy Parker, *cpy. dir.;* Jane M. O'Keefe, *home econm. dir. Assoc. art dirs.:* D. Daviadoff, G. Krauss, J. Grubel, E. Mullieu, V. Pastore, M. Matera, R. Reed, D. Torrone, R. Walsh. *A. supervs.:* G. M. Cleland, W. F. James. *A. e.'s:* W. J. De Stefan, G. R. Gibson, J. C. Holme, A. A. Bindrim, W. F. Byrne, F. S. Ferry, D. Kreinik, D. C. Porteous, G. M. Cleland, W. F. James; H. L. Mooney, *mktg. & rsrch. dir.*
Media Dept.: W. M. Symmes, *dir.;* Virginia Burke, *tb. & space b.;* Nancy Ann Holland, *space b.*

Park Advertising, Inc.
5407 Excelsior Blvd., St. Louis Park 16, Minn. Walnut 6-8586. John E. Gibson Jr., *pres. & a.e.;* M. J. Besner, *v.p.;* Theodor H. Herman, *sec.-treas.;* Rose Erlander, *a.e.*
Media Dept.: L. L. Larson, *space b.;* L. S. Atwood, *space b.*

Park City Advertising Agency, Inc.
745 Hancock Ave., Bridgeport 4, Conn. Edison 5-8133. Brewer H. Sholund, *pres., treas. & a.e.;* Thomas Douglas Jr., *v.p. & a.e.;* Otis P. Lewis, *cpy. chf.;* Reuel J. Orton, *prod. mgr.;* William E. Whitney, *art dir.*
Media Dept.: Reuel J. Orton, *dir. & space b.*

Park-Statman Advertising
370 Seventh Ave., N. Y. 1. Wisconsin 7-9698. Irene M. Park, *p.;* George L. Statman, *p.*

Parker Advertising Co.
11 W. Monument Bldg., Dayton 2, Ohio. Hemlock 8609. Frank J. Parker, *pres., treas. & a.e.;* Ann F. FitzPatrick, *exec. v.p., sec. & a.e.;* Richard Maples, *prod. mgr.;* Emmett Kinser, *art dir. A. e.'s:* O. A. Keyser, Richard Voss.
Media Dept.: O. A. Keyser, *dir.*

Parker Advertising, Inc.
9 E. 45th St., N. Y. 17. Murray Hill 2-5740. David L. Ratke, *pres., sec., treas. & a.e.;* Barry Blau, *rad. dir. & a.e.;* Charlene Hirst, *tv dir. & a.e.;* Herman Liebenson, *a.e.*
Media Dept.: Charlene Hirst, *dir.*

Parker Advertising, Inc.
112 N. Michigan Ave., Saginaw, Mich. Pl 5-4489. Jack D. Parker, *pres., tv & rad. talent b.;* Howard Finger, *tv & rad. dir.;* James Adair, *graphic arts dir.;* Gloria Ralph, *rsrch. libr.;* Beth Hamilton Parker, *prod. mgr.;* Eleanor Morrison, *off. mgr. & acctnt.;* Martha Deane, *cpy. chf.;* Ted Malone, *tv & rad. flm consultant. A. e.'s:* Jack Parker, Howard Finger, James Adair.
Media Dept.: Beth Hamilton Parker, *space b.;* Howard Finger, *tb.*

Parker & Associates
204-08 Comer Bldg., Birmingham 3, Ala. 54-8567-8. Wayne Parker, *pres. & o.;* Howard A. Sadler, *a.e.;* Frank J. Sego, *tv a.e.*
Media Dept.: Wayne Parker, *dir., tb. tv & rad., b. print.;* Howard A. Sadler, Frank J. Sego, *supervs.*

Parkside Advertising Co.
2801 Hunting Park Ave., Philadelphia 29, Pa. Sagamore 2-4473.

Parma Advertising
1311 N. W. 21st Ave., Portland 9, Ore. Ca 2-1376. Peter Alport, *pres. & a.e.;* M. R. Billings, *v.p., treas. & a.e.;* Lucille Alport, *sec.;* Thos. Hardy, *art dir. & prod. mgr.;* Robert Meyers, *cpy. chf. & a.e.*

Amos Parrish & Co., Inc.
500 Fifth Ave., N. Y. 36. Longacre 4-5600. Amos Parrish, *pres.;* Paul R. Eager, *exec. v.p.;* James J. Pickering, Joseph Starke, *v.p.'s;* Harry McManus, *sec.;* Frank Gorden, *treas.;* Frank A. Armstrong, *agcy. dir.;* Jordan Ferrera, *prod. mgr. A. e.'s:* Frank A. Armstrong, David T. Levine, Robert J. Steinle, Robert M. Hull, John Hilz, Henry A. Houston, Harold Lightman, John C. Geran. *Art dirs:* Herbert Greenwald, Ruth Hassinger, Ed. Grunewald, Ira Herrick.
Branch Office:
Hotel Whittier, Detroit, Mich. Va 2-9000. Henry Houston, *mgr.*

Allan D. Parsons Advertising
75 E. Wacker Dr., Chicago 1, Ill. Dearborn 2-1444. Allan D. Parsons, *o.;* Joseph Stoikowitz, *art dir.*

Parsons, Friedmann & Central Advertising Agency
101 Tremont St., Boston 8, Mass. Hancock 6-8622. Raymond E. Parsons, *p.;* Robert F. Friedmann, *p.*
Media Dept.: Robert Aronson, *b.*

Pasco & Shepard
19 Maple Ave., Windsor, Conn. Murdock 8-4656. Merwin Owen Nair, *tv & rad. dir.;* Bert L. Shepard, *cpy., creat. chf. & a.e.;* Sam Pasco, *a.e.*
Media Dept.: Sam Pasco, *dir.*

Passante Co.
768 Connecticut Blvd., E. Hartford, Conn. Bu 9-0221. R. J. Passante, *pres., a.e. & treas.;* C. St. George, *v.p.;* Edward Fischer, *art dir.;* Eugene Dionne, *prod. mgr.;* James Trott, *cpy. chf. & a.e.*

Patch & Curtis Advertising Agency, Inc.
437 E. Broadway, Long Beach 2, Calif. Hemlock 5-7451. Gene Curtis, *pres. & a.e.;* Lee Arbuthnot, *v.p. & a.e.;* John Curtis, *sec., treas. & a.e.;* Don Moore, *art & prod. dir.;* Douglas Schnabel, *cpy. chf.;* Margaret Blount, *libr.*
Media Dept.: Gloria Rossi, *dir.*

Pate Organization
818 Commerce Exchange Bldg., Oklahoma City, Okla. Stan Pate, *p.;* Margaret F. Pate, *p.*

Patten-Holloway Advertising Agency
417 Bank of America Bldg., San Diego 1, Calif. Belmont 4-5106. William H. Patten, *pres., tal. b. & a.e.;* Joseph P. Holloway, *exec. v.p., tal. b. & a.e.;* Winkie Leifeste, *cpy. chf., prod. mgr. & a.e.;* Art Messick, *art dir.*
Media Dept.: Joseph P. Holloway, *tv tb.*

Harry J. Patz Co., Inc.
16 W. Madison St., Baltimore, Md. Lexington 9-4477. Harry J. Patz, *pres.;* Theodore J. Patz, Herbert A. Robinson, *v.p.'s;* J. Howard Marks, *art dir.*

Paul & Baum

7958 Beverly Blvd., Los Angeles 48, Calif. Webster 8-7281. *A. e.'s:* A. L. Paul, Macy Baum.

Harry Paul & Associates

80 Boylston St., Boston 16, Mass. Hubbard 2-7678. Harry Paul, *o. & tv-rad. dir.;* Ralph Marston, *art dir.;* Barbara R. Haggett, *sec.;* John Vincent, *prod. mgr.;* Michael Shulman, *cpy. chf. & a.e.;* Ruth Carey, *publ. dir. & a.e. A. e.'s:* Mack G. Paul, Norman N. Smith.

Media Dept.: Harry Paul, *dir. & space b.*

Maurice Paulsen Advertising

213 Boyce Greeley Bldg., Sioux Falls, S. Dak. Maurice Paulsen, *pres.;* Dorothy Paulsen, *sec.;* Carolyn Paulsen, *cpy. chf.;* Bob Volden, *a.e.*

Paulson-Gerlach & Associates, Inc.

606 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 1-6877. B. J. Paulson, *chmn bd. & a.e.;* A. J. Gerlach, *pres., treas. & a.e.;* E. J. Schickel, *v.p. & a.e.;* E. H. Swanson, *exec. v.p., gen. mgr. & a.e.;* R. W. Hoover, *v. p., tv-rad. dir. & a.e.;* E. W. Miller, *sec. & control dir.;* Ray Diercksmeier, *prod. mgr.;* Frank Repensek, *art dir.;* H. R. Adams, *a.e.*

Media Dept.: E. Weiss, *space b.;* R. W. Hoover, *tb.*

Pavar Agency

25 W. 45th St., N. Y. 36. Judson 2-4040. Lawrence R. Bradley, *gen. mgr.*

Media Dept.: Wiliard M. Wilkins, *dir.*

Paxson Advertising, Inc.

720 E. Main St., Benton Harbor, Mich. 8109. Howard H. Paxson, *pres., treas. & a.e.;* Robert K. Paxson, *v.p., cpy. chf. & a.e.;* Ken L. Johnson, *v.p. & a.e.;* Chester R. Wold, *art dir. & a.e.;* James A. Perkins, *prod. mgr.*

Media Dept.: James A. Perkins, *space b.*

W. Montague Pearsall

30 Vesey St., N. Y. 7. Cortlandt 7-3700. Walter Montague Pearsall.

Pearson Advertising Agency, Inc.

250 Park Ave., N. Y. 17. Yukon 6-7795. C. H. Pearson, *pres.;* Cecilia H. Pearson, *v.p. & sec.*

Media Dept.: C. H. Pearson.

Peck Advertising Agency, Inc.

400 Madison Ave., N. Y. 17. Plaza 3-0900. Sidney Garfield, *chmn bd.;* Harry Peck, *chmn exec. comm.;* Harry Krawit, *pres.;* Norman A. Mack, *exec. v.p. V.p.'s:* Sidney G. Alexander, John Schuman, Herman Stolley; Lee Lessen, *ass't treas. & sec.;* Julian Braun, *dir. rsrch.;* James Eysler, *co-cpy. chf. Art dirs.:* Paul Kennedy, William McCartin, Betty Stoddard, Hy Berger; Al Miller, *prod. mgr.;* Sylvan Taplinger, *tv & rad. dir. A.e.'s:* James Ellers, Herman Stolley, Lee Garfield, Myron Moses, Julian Czukor, Peggy Allardice, Julian Braun, B. Reavis.

Media Dept.: Freida Weiss, *dir.;* Russ Alben, *tb.*

Peck Bros. Agency

97 Thornton St., Hamden 14, Conn. New Haven 2-2233. Raymond A. Peck, *prod.;* M. G. Barnes, *sec.;* I. Papiroff, *art dir.;* Raymond A. Peck Jr., *prod. mgr.*

Robert J. Peets Advertising

1043-B Poplar Blvd., Jackson, Miss. 3-4444. Robert J. Peets, *pres.;* Mrs. Elaine Blankenship, *sec.-treas.*

Penman-Neil Advertising Agency, Inc.

1411 4th Ave. Bldg., Seattle 1, Wash. Seneca 1345. Robert K. Allen, *pres. & a.e.;* Robert Delaney, *a.e. & prod. mgr.*

Media Dept.: Barbara Ahl, *dir.*

Penn & Hamaker, Inc.

653 Broadway, Bedford, Ohio. Bedford 2-2100. Edson E. Penn, *pres.;* Lawrence S. Hamaker, Jr., *exec. v.p. & sec.;* James H. Soisson, *v.p. & art dir.;* Wm. J. Robellard, *treas.*

Branch Offices:
1720 Section Rd., Cincinnati 27, Ohio. R. Tettlebach, *v.p.*
145 N. Main St., North Canton, Ohio. S. L. Berkebile, *v.p.*

Perrett Co.

816 W. 5th St., Los Angeles 17, Calif. Mutual 2388. Joe Perrett, *o.;* Russell Furstnow, *art dir.;* Darwin Lewis, *prod. mgr.*

Media Dept.: Roseanne Olds.

Perrin-Paus Co.

8 S. Michigan Ave., Chicago 3, Ill. Randolph 6-7923. Earl R. Perrin, *pres. & a.e.;* Donald L. Paus, *v.p.;* Ted Hudes, *pub. rels. dir. A.e.'s:* Tye Robinson, Tom Williams.

Branch Office:
730 Fifth Ave., N. Y. Elliott Saunders, *mgr.*

Marius Perron Advertising Agency

Scenic Loop, Helotes, Tex. Helotes 5-3508. Marius Perron, *o.*

J. R. Pershall Co.

105 W. Adams St., Chicago 3, Ill. Franklin 2-8440. J. R. Pershall, *pres. & a.e.;* Richard Lyon Brown, *v.p. & a.e.;* F. Michael Carroll, *v.p. & a.e.;* William E. Sproat, *v.p. & a.e.;* Arthur E. Taylor, *v.p. & a.e.;* Laura K. Oman, *sec.-treas.;* Donald H. Julian, *art dir.;* Jane Finegan, *prod. mgr. A.e's:* Edward K. Patten, Gerry J. Schnur.

Media Dept.: Harry C. Pick, *dir.;* Grace Rauworth, *tb.*

Lawrence Peskin, Inc.

40 E. 49th St., N. Y. 17. Plaza 5-1075. Lawrence Peskin, *pres. & a.e.;* Ben Morris, *v.p. & a.e.;* Frank Pugh, *art dir. & prod. mgr.;* Barry Sussman, *tv & rad. dir.;* Laura Ross, *publ. & pub. rels. dir.*

Media Dept.: Barry Sussman, *dir., tb. & space b.*

Peterson Advertising Agency

601 Wilson Bldg., Clinton, Iowa. 969. John W. Peterson, *o.;* Mrs. Dora Pitts, *sec.*

Peterson Advertising Agency

612 Third Ave. S., Ft. Dodge, Iowa. Walnut 4411. Thomas G. Peterson, *pres.;* Mary G. Peterson, *sec.-treas.;* Charles M. Correll, *art dir.*

Peterson-Kempner, Inc.

444 Madison Ave., N. Y. 22. Plaza 3-7145. William E. Peterson, *chmn bd. & a.e.;* Henry Kempner, *pres. & a.e.;* Roger N. Peterson, *v.p. & a.e.;* Richard M. Darby, *v.p. & a.e.;* Bernard Hirsch, *art dir.;* M. McGowan, *prod. mgr.;* June Potter, *personnl. dir.;* Fred Dixon, *a.e.*

Media Dept.: Fred Dixon, *dir.*

Milton G. Peterson Advertising

400 N. Michigan Ave., Chicago 11, Ill. Delaware 7-8030. Milton G. Peterson.

Robert Peterson Advertising Agency

20 N. Wacker Dr., Chicago 6, Ill. Central 6-6749. Robert Peterson, *o.;* Chester Gilliam, *art dir.;* Dorothy M. Okulcyzk, *prod. mgr.;* Jack Reardon, *tv dir.*

Petrik & Stephenson, Inc.

1405 Locust St., Philadelphia 2, Pa. Kingsley 6-0620. John G. Petrik, *pres.;* W. Carroll Stephenson, *v.p.;* Walter Huckins, *tv & rad dir.;* Betty Ray Borth, *publ. dir.*

Media Dept.: Margaret J. Farrell, *dir.*

Pettinella Advertising Co.

29 Washington Sq., W., N. Y. 11. Gramercy 7-3161. Fernando Pettinella, *pres.;* Ferd A. Pettinella, *prod. mgr.;* Silvio Bottoli, *cpy. chf.*

Pettinger-Harding, Inc.

707 State Life Bldg., Indianapolis 4, Ind. Melrose 2-9597. Chas. J. Pettinger, *pres., treas. & a.e.;* M. M. Pettinger, *sec.;* W. T. McVeigh, *prod. mgr.*

Alfred M. Pettler Advertising Agency

6 Bryant Way, Orinda, Calif. Clifford 4-4393. Alfred M. Pettler, *o.;* Barbara Rumph, *prod.;* Margaret L. Baldwin, *sec.;* Lillian Fisher, *cpy. chf.*

Pfaus-Finkle, Inc.

146 W. Hanover St., Trenton 8, N. J. Lyric 9-2555. Albert Finkle, *pres. & a.e.;* Maurice Finkle, *v.p., cpy. chf. & a.e.;* Betsy Finkle, *sec.-treas.;* George S. Pfaus, *labor rels. dir.;* Henry Mager, *art dir.;* Lorraine M. deHahn, *art ass't,* Clyde E. Leib, *publ. dir.;* Lynn Brandon, *prod. mgr.;* Olga Calabrese, *libr. A.e's:* Horace Greeley McNab, Dr. Sam Toff.

Branch Office:
747 The Mall, Levittown, Pa. Windsor 5-5951.

Pharr Bros. Advertising

351 Delta Ave., Clarksdale, Miss. Main 4-4066. William R. Pharr Jr., *p.;* Leonard L. Pharr, *p.*

Harry C. Phibbs Advertising Co.

30 W. Washington St., Chicago 2, Ill. Dearborn 2-3701. Harry C. Phibbs, *pres.;* A. P. O'Callaghan, *exec. v.p.;* B. A. Phibbs, *v.p. & treas.;* J. F. Fleming, *v.p.;* D. Hagues, *v.p.;* N. M. Riedy, *sec.;* J. C. Cummings, *prod. mgr.*

Media Dept.: Q. Schultz, *b.*

John Phillips Advertising Co.

221 Broad St., Bloomfield, N. J. Pi 3-8640. John P. Turner, *pres.;* L. Lenzing, *v.p.;* John J. Turner, *sec. & treas.;* Charles R. Zulla, *prod. mgr.;* Michael Yuhas, *art dir.;* A. L. Hogelund, *publ. dir. A.e.'s:* A. T. Baker, *industr. sls.;* C. Young Jr.

Branch Office:
Bixler Bldg., Easton, Pa. Easton 2-8336. G. H. Hughes, *exec. v.p.*

A. D. Phillips Advertising, Inc.
75 E. Wacker Dr., Chicago 1, Ill. Dearborn 2-7206. Arthur D. Phillips, *pres. & a.e.;* Philip R. Cane, *a.e.*

A. P. Phillips Co.
1045 Legion Pl., Orlando, Fla. Orlando 2-7101-2-3. A. P. Phillips Jr., *pres.;* Ken Snelling, *art dir.;* William Deitenbeck, *tv & rad. dir.*
Media Dept.: E. T. Stevens, *dir.*

Phillips-Ramsey Co.
304 Ivy St., San Diego, Calif. Belmont 4-6401. W. L. Phillips, *chmn bd.;* C. C. Ramsey, *pres.;* James Holloway, *v.p.;* Herbert Fredman, *sec.-treas.;* Orva W. Huff, *ass't sec. & treas., tv & radio. dir.*
Media Dept.: Robert L. Phillips, *dir.*

Phillips-Reick-Fardon Advertising
101 W. 11th St., Kansas City, 6, Mo. Ha 7650. John C. Reick, *p.;* Edgar H. Fardon, *p. & a.e.;* Ernest Joslin, *prod. mgr.;* Ray Miller, *cpy. chf.;* Ralph S. Page, *a.e.*

Phillipps-Thackeray Advertising
112 E. Woodruff, Toledo 2, Ohio. Cherry 1-8772. Frank M. Phillipps, *p. & a.e.;* William D. Thackeray, *p. & a.e.;* V. Von Borries, *off. mgr.;* Robert Klotz, *art dir.;* Don Lees, *prod. mgr.*

Picard, Marvin & Redfield, Inc.
48 E. 43rd St., N. Y. 17. Murray Hill 2-3883. Richard A. Picard, *pres. & a.e.;* William S. Marvin, *v.p., treas. & a.e.;* Sydney Leff, *v.p. & art dir.;* Florence D. Lennon, *sec.;* James Cappel, *prod. mgr. A.e.'s:* Joel Lifflander, James E. Wilson, Chauncey Ives, Leslie Spencer, Richard Hager.
Media Dept.: Florence D. Lennon, *space b.*

Vance Pidgeon & Associates
1050 Builders Exchange, Minneapolis 2, Minn. 6801. Vance Pidgeon, *pres. & treas.;* Allen Royce, *v.p.;* Donald Allen, *v.p., sec. & art dir.;* Barbara Allen, *prod. mgr.*
Media Dept.: Virginia Martzell, *dir., tb & space b.*

Piedmont Advertising Agency, Inc.
20305 Washington Bldg., Salisbury, N. C. 3978. R. R. Richardson, *sec.*

George H. Pierre
Land Title Bldg., Philadelphia 10, Pa. Rittenhouse 6-7063.

Doris A. Pilat Advertising
129 Lexington Ave., N. Y. 16. Murray Hill 3-5752. Doris (Doré) Pilat, *o.*
Branch Office:
25 Lefferts Ave., Brooklyn 25, N. Y. Ingersoll 2-1959.

Pilgrim Advertising, Inc.
222 W. Adams St., Chicago 6, Ill. Franklin 2-4332. Armen Adajian, *pres. & a.e.;* Rohland A. Isker, *exec. v.p. & a.e. A.e.'s:* K. A. Bird, G. H. Hermanson, A. M. Roesler.

Pitluk Advertising Co.
123 Auditorium Circle, San Antonio 5, Tex. Capitol 3-6131. Jack N. Pitluk, *p. & a.e.;* Jack N. Pitluk Jr., *p. & a.e.;* Louis H. Pitluk, *p. & a.e.;* Harry Goodman, *treas.;* Harvey Christansen, *cpy. chf.;* Margaret Morrison, *rad. dir.;* Dave Hubbard, *tv dir.;* Frank Wicker, *creat. dir. A.e.'s:* Sam Riklin, Jack Mitchell, Charles Carolus.

Platt, Dyson & O'Donnell, Inc.
7 E. 44th St., N. Y. 17. Murray Hill 7-3240. Rutherford Platt, *pres.;* Thomas O'Donnell, *sec.;* Kenneth Groesbeck, *gen. mgr.*
Media Dept.: Thomas O'Donnell, *dir.*

Plaza Advertising Agency
9 Rockefeller Pl., N. Y. 20. Circle 6-6550. John T. O'Flaherty, *o.;* May Belle O'Flaherty, *sec.;* Norman P. Kent, *a.e.* Also see John T. O'Flaherty, Inc., N. Y.

Pleskach & Smith Advertising Agency
812 Omaha Bldg. & Loan Assn. Bldg., Omaha, Neb. At 5333. H. W. Smith, *chmn bd.;* J. F. Pleskach, *pres.*

Plessner & Johnson, Inc.
539 N. Grand Blvd., St. Louis 3, Mo. Olive 2-5463. Marion L. Plessner, *pres., cpy. chf., publ. dir. & a.e.;* Robert E. Johnson, *sec., treas., personnl. dir.;* Collins Le Master, *v.p. & prod. mgr.*
Media Dept.: Virginia McCartney, *dir., tb.;* Robert E. Johnson, *space b.*

Alvin Plotkin Advertising Agency
152 W. Wisconsin Ave., Milwaukee 3, Wis. Broadway 6-5617. Alvin Plotkin, *mng. o.*

Martin Pollack Advertising
1225 Broadway, N. Y. 1. Murray Hill 9-0320-1-2. M. Pollack, *o.;* N. Allen, *prod. mgr.*
Media Dept.: M. Pollack, *space b.*

David Pollock Agency
Northern Life Tower, Seattle 1, Wash. Seneca 8134. David Pollock, *o. A.e.'s:* Miller Munson, Leo E. Lowe Jr., Douglas Loth.

Pollyea Advertising
822½ Ohio St., Terre Haute, Ind. Crawford 6707. W. Polje. *pres.;* Marie Pershing, *gen. mgr.*

Poorman, Butler & Associates, Inc.
112 E. Gilbert St., Muncie, Ind. At 4-6375. Robert J. Poorman, *pres., treas. & a.e.;* Stanley Jack, *gen. mgr. & a.e.;* John C. Butler, *exec. v.p. & art dir.;* B. Shirk, *prod. mgr.;* Kay Smith, *ass't prod. dept.:* Sara J. Boswell, *tv & rad. dir.;* Sandra Lawrence, *libr.;* William Mitchell, *assoc. art dir.;* Robert M. Klein, *a.e.*
Media Dept.: Robert M. Klein, *dir.*

Harry F. Port Advertising
24 W. Ohio St., Chicago 10, Ill. Superior 7-0440. Harry F. Port Jr., *pres. & a.e.;* Harry F. Port, *v.p.;* Judie Golden, *art dir. & prod. mgr.*

Posner-Zabin Advertising
95 Madison Ave., N. Y. 16. Murray Hill 9-2676. Jack Posner, *p., publ. dir., cpy. chf. & a.e.;* James B. Zabin, *p. & a.e.;* J. Zabin, *tv & rad. dir.*

Post Designs Co.
249-18 41st Ave., Little Neck, N. Y. Bayside 5-4200. Herman D. Post, *pres.;* Blanch S. Post, *treas. & art dir.*
Media Dept.: Herman D. Post, *b.*

Post, Johnson & Livingston, Inc.
297 Farmington Ave., Hartford 5, Conn. 2-1717. Jack Livingston, *pres., treas. & a.e.;* Pauline Livingston, *sec.;* Selma Blake, *prod. mgr.;* Julian G. Chambers, *art dir.;* Gordon Pearl, *tv & rad. dir., tal. b. & a.e.;* Carl Flower, *a.e.*
Media Dept.: Carl Flower, *tb.*

Robert E. Potter Co.
20 N. Wacker Dr., Chicago 6, Ill. Andover 3-1696. Robert E. Potter Sr., *chmn plns bd. & a.e.;* Robert E. Potter Jr., *pres. & a.e.;* John S. Mahoney, *v.p.;* Don R. Potter, *ass't to pres. & a.e.;* W. C. Smith Jr., *cpy. chf.;* Arthur V. Hecker, *prod. mgr.;* R. A. Potter, *tv-rad. prod.;* Maurice W. Tritschler, *art dir.;* H. I. Temkin, *pub. rels. dir.;* C. J. Ross, *tv & flm dir.;* Robert J. Jones, *mdsg. dir.;* P. T. Woolway, *libr.;* C. J. Easterberg, *consultant & a.e.;* H. M. Barnes, *consultant;* Don Hall, *fld. rsrch. A. e.'s:* R. E. Stivers, M. L. Sinow, Russ Potter, Robert Hoch.
Media Dept.: Grace R. Ator, *dir., space b. & tb.*
Branch Offices:
487 First Ave., N. Y. 16. Russ Potter, *serv. mgr.*
1524 K. St. N.W., Washington 5, D. C. Republic 7-4565. R. E. Stivers, *serv. mgr.*
601 S. Vermont, Los Angeles 5, Calif. Dunkirk 8-7104. M. L. Sinow, *serv. mgr.*
167 N. Alma, Kankakee, Ill. 2-7125. Robert Hoch, *serv. mgr.*

Potts-Turnbull Co.
(see Rogers & Smith, Potts-Turnbull)

Potter-Repak Advertising
1 Washington Ave., Providence 5, R. I. Williams 1-8180. Ralph C. Potter, *a.e.;* Earle Eengley, *prod. mgr., art dir.;* R. Read Shaw, *tv-rad. dir. & a.e.;* Charles Read, *a.e. & cpy. chf.;* Hope B. Stade, *libr.*
Media Dept.: Ralph C. Potter, *dir. & space b.;* R. Read Shaw, *tb.*

Potts-Woodbury, Inc.
2233 Grand Ave., Kansas City, Mo. Grand 2-5775. R. J. Potts, *chmn bd.;* J. B. Woodbury, *pres.;* Clayton C. McMillan, *sec.-treas.;* Al Coleman, *v.p.;* C. C. Tucker, *v.p.;* E. A. Warner, *v.p.;* C. L. Robinson, *v.p.;* George MaGill, *v.p.;* John Barton, *v.p. & cpy. dir.;* William J. Brewer, *tv dir.;* Gene Dennis, *rad. dir.*

Raymond Powell Advertising Agency
Goodwyn Institute Bldg., Memphis 3, Tenn. Ja 7-2203. C. Raymond Powell, *o. & a.e.;* James A. Anderson, *art dir.;* E. S. Powell, *sec.*
Media Dept.: C. Raymond Powell, *b.*

Powell Gayek Advertising, Inc.
2216 Penobscot bldg., Detroit 26, Mich. Woodward 3-6580. Robert H. Powell, *chmn bd., pres.;* Bill Gayek, *sec. & treas.;* Claudette Zen, *traf.*
Media Dept.: Robert H. Powell, *tb.;* Bill Gayek, *tb.;* Thomas Ryan, *b., display m. & art dir.;* John Vander Linden, *tb.*

Powell & Schoenbrod Advertising, Inc.
430 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-0620. Robert D. Schoenbrod, *pres.;* John V. Powell, *v.p., treas. & publ. dir.;* Herbert Summers Hall, *v.p., tv-rad. dir.;* Nathan S. Schoenbrod, *sec.;* Len Birnbaum, *art dir.;* D. J. Flavin, *prod. mgr.;* Jean Burns, *cpy. chf.;* E. Heyman, *rsrch. dir.;* R. B. Neuman, *libr.*
Media Dept.: Robert D. Schoenbrod, *dir.*

Power & Condon
217 Spring St., Chattanooga 3, Tenn. 7-7338. George W. Power, *o.;* T. W. Robinson, *art dir.*

Edward M. Power Co., Inc.
601 Bessemer Bldg., Pittsburgh 22, Pa. Atlantic 1-0827. Edward M. Power Jr., *chmn bd.;* George E. Eisenhauer, *pres.;* Edward M. Power III, *v.p.;* J. P. Kress, *sec.*

Powerad Co.
1170 Broadway, N. Y. 1. Murray Hill 5-8288-9-10.

John O. Powers Co.
110 William St., N. Y. 38. Worth 4-7361. Herman J. Schwacke, *pres.;* Robert W. Powers, *sec., treas. & prod. mgr.;* John D. Quackenbush Jr., *art dir.*
Media Dept.: Robert W. Powers, *b.*

Pownall Advertising, Inc.
318 N. Church, Decatur, Ill. 8-2197. William L. Pownall, *pres., treas. & a.e.;* Francis J. Pownall, *v.p.;* D. S. McGaughey, *prod. mgr.;* Robert M. Bloomquist, *cpy. chf.;* Richard L. Condon, *a.e.*

Praigg Advertising
164 S. Main St., High Point, N. C. 3760. Noble T. Praigg, *o.;* Mrs. R. S. Bradner, *sec.*

Prater Advertising Agency, Inc.
705 Chestnut St., St. Louis, Mo. Garfield 1-6490. George L. Prater, *pres.;* Mrs. M. T. Prater, *v.p.;* Mary Elizabeth Johnson, *sec.;* George L. Prater, *treas.;* Barbara Block, *tv & rad. dir.;* Walter Miller, *art dir.*
Media Dept.: Barbara Block, *tv & rad. dir. & tb.;* Mary Elizabeth Johnson, *dir. & print b.*

Preiss & Brown
37 W. 39th St., N. Y. 18. Longacre 4-5780. Alvin Preiss, *p. & a.e.;* Robert Brown, *p., art dir.;* Irwin E. Lowen, *creat. dir.;* Adrian Landis, *prod. mgr. A. e.'s:* Irwin E. Lowen, Emanuel Greenberg, Joseph DeVico.

F. W. Prelle Co.
95 Elm St., Hartford 14, Conn. Jackson 7-3233. F. Wallace Prelle, *pres., treas. & a.e.;* Walter B. Semon, *sec., ass't treas. & personnl. dir.;* James A. Woodburn, *v.p. & a.e.;* Louis A. Rheaume, *art dir.;* Ralston Munson, *prod. mgr.;* J. P. Aprea, *a.e.*
Media Dept.: Carol Ostriche, *dir. & space b.*

Presba, Fellers & Presba, Inc.
360 N. Michigan Ave., Chicago 1, Ill. Central 6-7683. Will B. Presba, *pres., treas. & a.e.;* Marquis M. Smith, *exec. v.p., cpy. chf., tv-rad. dir. & a.e.;* Vesta N. Rinnman, *sec., prod. mgr. & a.e. A. e.'s:* A. E. Frank Steel, Jas. R. Bremner Jr., Edw. O'Malley.
Media Dept.: Jas. R. Bremner Jr., *dir.*

Prescott & Pitz, Inc.
1765 Sherman St., Arneill Bldg., Denver, Colo. Alpine 5-2869. Billy D. Prescott, *pres.;* Eugene F. Pitz, *v.p.;* William C. Whitworth, *sec.*

E. J. Presser & Co.
1321 E. 7th St., Charlotte 1, N. C. 4-7754. E. J. Presser, *o.;* Edith Jones, *prod. mgr. & art dir.*
Media Dept.: Dot Presser, *dir.*

Preston Advertising
225 Fifth Ave., N. Y. 10. Murray Hill 3-9193. *A. e.'s:* William S. Preston, Jerome J. Wesson.

P. W. Price
712-713 Commerce Bldg., Erie, Pa. 2-4179. P. W. Price, *prop.;* Richard Bitting, *art dir.;* Lee Tillman, *prod. mgr.*
Media Dept.: P. W. Price, *space b.*

Price, Tanner & Willox, Inc.
1105 S. Jefferson Ave., Saginaw, Mich. 4-6571. Robert F. Price, *pres., treas., gen. mgr. & a.e.;* Peter W. Willox, *v.p. & a.e.;* Martin W. Tanner, *v.p., sec., cpy. chf. & art dir.;* Dale B. Plumlee, *prod. mgr.;* Nicholas J. Nicholas, *rsrch.*
Media Dept.: Nicholas J. Nicholas.

Prince & Co., Inc.
5435 W. Fort St., Detroit 9, Mich. Vinewood 2-4200. Fred A. Prince, *pres. & a.e.;* William D. Hart, *sec. & prod. mgr.;* Edward C. Denaple, *v.p. & a.e.;* Earle K. Jack, *treas.;* Fred E. Mannerow, *art dir.;* Carson Blair, *cpy. chf. & a.e.;* M. M. Morgan, *rsrch. dir. & a.e. A. e.'s:* J. P. Wright, H. F. Verbiest.
Media Dept.: Edward C. Denaple, *dir. & space b.*

Pritchard, Daniels & Dreher
23 Rittenhouse Pl., Ardmore, Pa. Midway 9-1777, 9-1667. W. Benjamin Pritchard, *p., tv-rad. dir. & a.e.;* Joseph W. Daniels, *p., cpy. & pub. rels. dir. & a.e.;* E. W. Dreher, *p., art dir., prod. mgr. & a.e.;* A. J. Panichelli, *a.e.*
Media Dept.: W. Benjamin Pritchard, *dir.*

J. G. Proctor Co., Inc.
250 Park Ave., N. Y. 17. Yukon 6-7725. J. G. Proctor, *pres.;* Ray Hanna, *v.p. & a.e.;* M. S. Proctor, *sec.;* M. Sholle, *art dir. & prod. mgr.*

Product Services, Inc.
17 E. 45th St., N. Y. 17. Murray Hill 7-0204. Les L. Persky, *pres.;* Lester J. Blumenthal, *ex. v.p. & gen. mgr.;* Harold L. Tuers, *v.p. & a. superv.;* N. R. Lorman, *v.p.;* Monroe Caine, *v.p. & cpy. dir.;* William Chester Christy, *sr. cpy. exec.;* R. Dwor, *ass't treas.;* Allen G. Davis, *art dir.;* Harvey Cohen, *prod. mgr.;* Frank Jacoby, *tv prod. mgr.;* Ben Robbins, *mdsg. consult.;* Ruth Davis, *publ. dir.;* Leo LaMontagne, *chf. estimator;* B. Pettick, *rsrch. dir. A. e.'s:* Lester J. Blumenthal, N. R. Lorman, Harold L. Tuers.
Media Dept.: Mort Reiner, *tb.*

Proebsting, Taylor, Inc.
100 E. Ohio St., Chicago 11, Ill. Whitehall 4-1051. James L. Proebsting, *pres.;* K. C. August, *v.p., sec. & treas.;* Vernon K. Evans, *v.p.;* John W. Harpham, *creat. dir.;* Melvin Miller, *art dir.;* Dorothy S. Lazarus, *prod. mgr.*
Media Dept.: Lucy Tye, *b.*

Profile Advertising (Falko M. Schilling Associates)
73 B St., Manchester, N. H. Falko M. Schilling, *pres.*

Charles O. Puffer Co.
75 E. Wacker Dr., Chicago 1, Ill. Financial 6-0519. Charles O. Puffer, *pres. & a.e.;* Glorya Bakken, *prod. mgr.;* Henry Garcia, *art dir.;* Jack Hess, *publ. dir. & a.e.;* Lloyd Paul Kuehn, *a.e.;* Howard Paul, *tv & rad. dir.;* Peggy O'Hagan.

Purse Co.
435 Chestnut St., Chattanooga, Tenn. 7-1264. Robert P. Purse Jr., *chmn bd.;* Ashley A. Purse, *pres.;* Philip E. Worth, *v.p.;* James M. Wright, *v.p.;* Zenas W. Wheland, *v.p.;* Morley Alexander, *v.p.;* Albert Journeay, *v.p.;* William S. Hefferan, *v.p.*
Media Dept.: James T. RaNew, *dir. & mktg.*
Branch Offices:
327 S. LaSalle St., Chicago 4, Ill. Harrison 7-8592. Albert Journeay, *v.p.*
22-26 Park St., Montclair, N. J. Pilgrim 6-5131. William S. Hefferan, *v.p.*

Pursell Co.
443 Delaware Ave., Buffalo 9, N. Y. Mo 6488. Paul R. Haist, *art dir.;* Edward R. Lord, *prod. mgr.;* V. C. Pursell, *cont.;* M. A. Gibas, *libr. A. e.'s:* K. C. Utley, H. F. Pursell.

Richard E. Putt Advertising
66½ E. Michigan Ave., Battle Creek, Mich. Wo 5-9090. Richard E. Putt, *o.;* Digby Myhre, *art dir.;* Pat Sherwood, *cpy. chf.*

Henry Quednau, Inc.
404 Thirteenth St., Tampa 2, Fla. 2-0191. Henry Quednau, *chmn, pres. & a.e.;* H. E. Madsen, *v.p., personnl. dir. & a.e.;* W. E. Richardson, *v.p. & a.e.;* George Wichterman, *treas. & prod. mgr.;* William L. Cooper, *art dir.;* Glenn Clayton, *ass't prod. mgr.;* Clyde Mohler, *cpy. chf. & rsrch. dir.;* Robert E. Edrington, *tv-rad. dir. A. e.'s:* Nelson Mason, Alfred Cobb.
Media Dept.: Agnes Vogel, *dir., space b. & tb.;* Robert E. Edrington, *tal. b.*

Quinn-Lowe, Inc.
130 E. 38th St., N. Y. 16. Lexington 2-4744. Thomas M. Quinn, *pres.;* Rose R. Lowe, *exec. v.p.*

AGENCIES

RAF Advertising, Inc.

1180 Raymond Blvd., Newark 2, N. J. Market 3-9156. Richard A. Fiebelkorn, *pres., art dir. & a.e.;* Edward K. Fiebelkorn, *v.p. & a.e.;* K. Fiebelkorn, *sec. & treas.;* D. Lander, *prod. mgr.;* Carl G. Lassen, *cpy. chf. & publ. dir.;* Norman Trought, *tv dir.. A. e.'s:* F. E. Redfield, Alan F. Moyler.

Racener Advertising Agency

35 S. E. Seventh St., Evansville 8, Ind. Harrison 2-1379. Melba Jean Racener, *o., art dir., tv dir. & a.e.;* Merton E. Smith, *prod. mgr., cpy. chf., rsrch. dir. & a.e.;* David E. Wingerter, *artist & libr.*

Media Dept.: Melba Jean Racener, *space b. & tb.*

Lee Ramsdell & Co., Inc.

1900 Chestnut St., Philadelphia 3, Pa. Rittenhouse 6-4351-2. Lee Ramsdell, *pres. & a.e.;* Stanley F. Olley, *v.p. & art dir.;* Laura Perry, *v.p. & a.e.;* W. W. Sheehy, *pharmaceutical cpy. chf.;* Margaret G. Seifert, *sec. & prod. mgr.;* F. L. Ramsdell, *treas.;* Mary Ward, *dir. pub. rels.;* B. B. Beals, *dir. indust. div.*

L. W. Ramsey Co.

111 E. 3rd St., Davenport, Iowa. 6-0157. A. C. Naeckel, *pres. & a.e.;* F. P. Shaffer, *v.p. & a.e.;* A. M. Walgren, *v.p.;* G. E. Bischoff, *sec. & a.e.;* W. J. Henderson, *treas. & a.e.;* E. Burmeister, *prod. mgr.;* Paul F. Downing, *rsrch. dir.;* Paul Norton, *art dir.;* James Condon, *cpy. chf.;* W. A. Giraldi, *ind. engineer & a.e.*

Media Dept.: Gordon Fowler, *b.*

Branch Office:
230 N. Michigan Ave., Chicago 1, Ill. Franklin 2-8155. L. H. Copeland, *v.p. & a.e.;* N. B. Langworthy, *v.p. & a.e.;* Carl Dueser, *a.e.;* Dwight Mitchell, *a.e.;* Vito M. Volino, *prod. mgr.*

Media Dept.: Dorothy L. Parsons, *dir.*

Ramsthal Advertising Agency

Ramsthal Bldg., Lock Box 307, West Bend, Wis. Federal 4-4925. Alfred F. Ramsthal, *pres. & a.e.;* Robert Kincade, *v.p., cpy. chf. & a.e.;* C. F. Schroeder, *v.p.;* Elsie R. Ramsthal, *treas.;* Jerry Rowe, *art dir.;* Charles Schmitz, *prod. mgr.*

Media Dept.: Alfred F. Ramsthal, *space b.*

Randall Co.

75 Pearl St., Hartford 3, Conn. Jackson 7-1179. Wilbur W. Randall, *pres.;* Robert I. Berger, *art dir.;* Florence F. Grady, *tv & rad. dir.*

Fred M. Randall Co.

1032 Book Tower, Detroit 26, Mich. Woodward 1-4662. H. Ross Mack, *pres. & a.e.;* Hal G. Trump, *v.p. & a.e.;* Lee E. Crooks, *v.p. & a.e.;* George B. Dow, *sec.;* Charles H. Keller, *v.p. & a.e.;* Hugh R. Mack Jr., *treas.;* Geo. L. Husted, *prod. mgr.;* Dale L. Brubaker, *a.e.*

Media Dept.: C. E. Foerster, *dir.*

Larcom Randall Advertising

51 Melcher St., Boston 10, Mass. Hubbard 2-0565. Norman B. Palmstrom, *art dir. & a.e. A. e.'s:* Edward W. Fischer, Donn S. Randall.

Randall-Perry Advertising Agency

408 Employers Insurance Bldg., Dallas 1, Tex. Pr 3729. James W. E. Randall, *p., cpy. chf., tv-rad. dir. & a.e.;* Robert M. Perry, *p.;* Ruth F. Harvey, *art dir. & prod. mgr.;* J. W. Randall Jr., *cpy. chf. & a.e.*

Media Dept.: J. W. Randall Jr., *dir.*

Rand-Ries Advertising, Inc.

Times Star Tower, Cincinnati 2, Ohio. Parkway 1-6660. David Rand, *pres. & treas.;* Mary Rand, *v.p.;* Martha Ries, *sec.*

Eric N. Rasmussen Advertising

612 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-1266. Eric N. Rasmussen, *o. & a.e.*

Ratcliffe Advertising Agency

Mercantile Bank Bldg., Dallas 1, Tex. Riverside 2-8035. Morelle K. Ratcliffe, *o. & a.e.;* Morelle K. Ratcliffe Jr., *a.e.;* Justine Rodgers, *cpy. chf.;* Zebe D. Henderson, *prod. mgr.*

Media Dept.: James McDermott, *space b.;* Wilda H. Wilson, *tb.*

Rathermel Advertising Agency

9 S. 10th St., Ft. Dodge, Iowa. 4-1401. Eugene M. Rathermel, *o.*

Leonard Rattner Advertising Co.

114 E. 32nd St., N. Y. 16. Murray Hill 6-0096. Leonard C. Rattner, *o.;* L. Froehlich, *art dir.;* R. Hurwitz, *cpy. chf.;* S. Erdman, *rsrch.*

Media Dept.: D. Rattner, *dir.*

Charles A. Rawson & Associates

223 Peachtree St., Atlanta, Ga. Walnut 3594. Charles A. Rawson, *pres.;* Helen Bullard, *exec. v.p.;* Charles Rawson Jr., *v.p.;* James E. Hixson, *v.p.;* William C. Rawson, *v.p.*

Media Dept.: Charles A. Rawson Jr., *v.p.*

Raymond Advertising Agency

32 Green St., Newark 2, N. J. Market 2-6811. Milton C. Tauder, *pres. & a.e.;* J. J. Solomon, *v.p. & art dir.;* S. E. Tauder, *sec. & treas.;* Tobia Schlein, *prod. mgr.;* Paul Jannuzzo, *cpy. chf. & a.e.;* Lois Rehrig, *publ. dir.;* Esther Fenichel, *personnl. dir. A. e.'s:* Leonard S. Morvay Jr., Marvin Klein.

J. W. Raymond, Inc.

1151 S. Broadway, Los Angeles 15, Calif. Richmond 7-5391. Ruth Traschen, *dir.*

Larry Raymond Co.

959 Crenshaw Blvd., Los Angeles 19, Calif. Webster 6-8125. Larry Raymond, *o., cpy. chf. & a.e.;* Paul Mead, *art dir. & prod. mgr.;* John E. Parker, *a.e.*

Media Dept.: Ena Raymond, *dir.*

Rea, Fuller & Co., Inc.

114 E. 32nd St., N. Y. 16. Murray Hill 5-4050. Charles A. Fuller Jr., *pres. & a.e.;* William G. Jorgenson, *v.p., treas. & a.e.;* John J. McNevin, *sec. & a.e.;* Joseph Simoes, *art dir.;* Robert Gardiner, *prod. mgr.;* Joline Day Butler, *libr.*

Reach, Yates & Mattoon, Inc.

720 Fifth Ave., N. Y. 19. Plaza 7-7676. Charles Dallas Reach, *chmn bd.;* Harold H. Black, *exec. v.p.;* Norman Gladney, *v.p. tv-rad.;* Frederick O. Perkins, *v.p.;* Edward C. Stover Jr., *rsrch. dir.*

Media Dept.: Frank L. Sharpe, *dir.;* Rose Italia, *b.*

Branch Office:
69 Washington St., Newark 2, N. J. Market 3-5100. Francis R. Risley, *pres.*

Read Bros.

203 N. Wabash Ave., Chicago 1, Ill. Randolph 6-1753-4, 1746. Leslie O. Read, *p., publ. dir.;* Philo B. Read, *p., cpy. chf., tv-rad. dir.;* Hal Kemp, *art dir.*

Media Dept.: Philo B. Read, *tb.*

Read, Petty & Poland Advertising Agency

1111 W. Lancaster St., Ft. Worth, Tex. Edison 2-7604. Julian O. Read, *chmn, pres. & a.e.;* Tully J. Petty Jr., *v.p., treas. & a.e.;* Dan G. Poland, *v.p., sec. & a.e.;* Patricia Austin, *art dir.*

Readinger Corp.

7616 City Line Ave., Philadelphia 31, Pa. Gr 7-1285. Russell H. Readinger, *pres. & a.e.;* Harry L. Brisk, *v.p. & treas.;* Harry M. Ellsworth, *v.p. & a.e.;* Robert F. Lehman, *sec.;* William I. Moore, *a.e.*

Media Dept.: Beverly Cohen, *dir., space b. & tb.*

Realservice Advertising Agency

110 W. 34th St., N. Y. 1. Pennsylvania 6-4412. D. Hanft, J. Hanft, J. Elkins.

Reast & Connolly Advertising

10 Sloan St., South Orange, N. J. So 3-1616. R. H. Connolly, *pres.;* E. Geo. Chandler Jr.; M. W. Bennett; D. S. Tuerff.

Robert G. Redhead Associates

1836 Euclid Ave., Cleveland 15, Ohio. Superior 1-7884. Robert G. Redhead, *pres.;* Irene S. Redhead, *treas.;* Dorothy Bolyard, Richard G. Carlson, *a.e.'s.*

Reed Advertising, Inc.

104 E. 40th St., N. Y. 16. Oxford 7-9666. Ralph S. Reubin, *pres., sec. & a.e.;* Lou Kashins, *v.p. & a.e.;* Allan Melhado, *art dir.;* Sally Malin, *cpy. chf. & a.e.;* Irene Mercado, *prod. mgr.;* Ralph S. Reubin, *tv & rad. dir.*

James R. Reese Advertising Co.

15 W. 10th St., Kansas City 6, Mo. Victor 5269. James R. Reese, *prop.;* Gardner Reames, *a.e.*

Knox Reeves Advertising, Inc.

600 First National-Soo Line, Minneapolis, Minn. Federal 9-0071. E. E. Sylvestre, *chmn bd.;* Wayne Hunt, *pres.;* R. W. Stafford, *exec. v.p.;* H. A. Brown, *v.p.;* R. H. Burbank, *v.p.;* E. Gray, *v.p.;* L. P. Herder, *v.p. & art dir.;* Dr. A. R. Root, *v.p. & rsrch. dir.;* Russ Neff, *v.p. & tv & rad. dir.;* John Sarles, *v.p.;* G. B. Brown, *rsrch. mgr.*

Media Dept.: Dr. A. R. Root, *dir.;* Heinz Stadthagen, *mgr.;* R. B. Oetting, *budget & rate supervr.;* H. Wendell Eastling, *tb.;* Rita Wallerius, *ass't tb.;* Edna Brautigam, *space b.*

Palmer N. Refsdal Agency
Sexton Bldg., Minneapolis 15, Minn. Federal 3-8896. Palmer N. Refsdal, *o.*

Jay Reich Advertising
902 Frick Bldg., Pittsburgh 19, Pa. Atlantic 1-4377. Jay S. Reich, *pres.;* A. Posto, *art dir. & prod. mgr.;* Patricia Pleins, *sec.;* Gerard McCune, *tv dir.;* Alex DeGurian, Seymour L. Bloom, *cpy. wrtrs.*
Media Dept.: Jay S. Reich, *tb.*

Reid, Decker & Stocki, Inc.
16-18 Van Wagenen St., Newark, N. J. Humboldt 2-7030. Joseph J. Stocki, *pres.;* Robert B. Reid, *v.p., treas. & a.e.;* Robert C. Decker, *sec. & a.e.;* Frank A. Pietrucha, *art dir.;* J. Lloyd Handy, *a.e.*
Media Dept.: Mrs. Ruth Fladerer, *dir.*

Georgia Eliza Reid
80 Boylston St., Boston 16, Mass. Hubbard 2-1091.

Reilly, Brown & Tapply, Inc.
216 Tremont St., Boston 16, Mass. Hancock 6-8070. Arthur F. Brown, *pres., treas. & a.e.;* Horace G. Tapply, *exec. v.p. & a.e.;* Joseph D. Bates Jr., *v.p. & a.e.;* M. M. Russell, *sec. & ass't treas.;* Lillian Corbett, *cpy. chf. & a.e.;* N. Rawson, *prod. mgr.;* Robert M. Goode, *art dir.;* Geo. Heathcote, *tv & rad. dir. & a.e.;* Edward Teran, *rsrch. & publ. dir. & a.e.;* Dorothy Perillo, *libr.*

Reincke, Meyer & Finn, Inc.
520 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-7440. Wallace Meyer, *pres.;* Charles A. Reincke, *v.p. & treas.;* Arthur L. Reincke, *v.p. & treas.;* Joseph J. Finn, *v.p.;* John J. Lawler, *v.p.;* Gordon E. Taylor, *v.p.;* James O. Peck, *industr. mktg. dir.;* John A. Priebe, *rsrch. dir.;* J. Edward Long, *mdsg. dir.;* B. D. Jones, *publ. dir.;* Clarence N. Johnson, *art dir.;* Eugene Arnfield, *ass't art dir.;* Albert Kubey, *serv. mgr.;* B. C. O'Brien, *serv. mgr.;* Peter Schipma, *ad. prod. mgr.;* Lewis Green, *tv & rad. dir.; A. e.'s:* Raymond P. Wiggers, W. A. Banks, C. L. Fleming, J. E. Foley Jr., H. V. Hopkins Jr., C. C. Loveless, C. E. Schellenberg, L. E. Shears.
Media Dept.: John A. Priebe, *dir.*

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109 Newbury St., Boston 16, Mass. Kenmore 6-3900. Harold L. Reingold, *pres. & treas.;* Richard D. Brugman, *cpy. chf.;* Thomas J. Bowen, *v.p.;* George Wilson, *art dir.;* Ruleffe F. Barbour, *prod. mgr.*
Media Dept.: Rosemary Rohmer, *rad. tb. & space b.*

Reinhardt Advertising, Inc.
1736 Franklin St., Oakland 12, Calif. Templebar 2-2408. Emil Reinhardt, *pres.;* Edward O'Mara, *prod. mgr.;* Bernard Blair, *mdsg. mgr.;* Newton Craig, *art dir.;* Cecil Webb, *tv & rad. dir. A. e.'s:* James Prindiville, Leo Bowman, Rod Kling.
Media Dept.: Doris Cook, *space b.;* Adeline Schow, *dir.;* Leo Bowman, *tb.*

Jack M. Reiss Advertising Agency
Hotel Alms, Cincinnati 6, Ohio. Plaza 1-3500. Jack M. Reiss, *pres., pub. rels. dir., cpy. chf.;* Robert C. Schumacher, *tv & rad. dir.;* Roy Copenhaver, *newspr. & mag. plans dir.*
Media Dept.: Jack M. Reiss, *dir.;* Robert C. Schumacher, *tb.; Roy* Copenhaver, *space b.*

Joseph Reiss Associates
54 W. 16th St., N. Y. 11. Oregon 5-3305. Joseph Reiss, *pres.;* Etta S. Book, *a. superv.*

Reiter & Associates
11512 Gray Ave., Cleveland 8, Ohio. Mulberry 1-6107. O. A. Reiter, *pres. & a.e.;* O. K. Reiter, *sec. & treas.;* J. C. Bell, *prod. mgr., cpy. chf. & a.e.;* S. M. Chase, *rsrch. dir. & a.e.*
Media Dept.: O. A. Reiter, *space b.*

E. P. Remington Advertising Corp.
468 Dewitt, Buffalo 13, N. Y. Grant 4880.

William B. Remington, Inc.
196 Worthington St., Springfield 3, Mass. Republic 2-2135. S. H. Nelson, *pres.;* H. F. King, *exec. v.p. & a.e.;* Elsie R. Strout, *treas. & personnl. dir.;* Donald C. Heath, *v.p. & a.e.;* G. A. Perry, *ass't treas. & prod. mgr.;* David H. Murray, *v.p., cpy. chf. & a.e.;* Jay Howard Cox, *art dir. A. e.'s:* Arthur C. Smith, Charles H. Gardner, Robert D. Fleischner, Donald Athearn.

Remsen Advertising Agency, Inc.
1853 Dixwell Ave., New Haven 4, Conn. Chestnut 8-2196-7. William E. Mortison Jr., *pres. & treas.;* William E. Mortison Sr., *v.p.;* Barbara L. Mortison, *sec.;* Ray E. Smith, *prod. mgr. & art dir.;* Robert A. Canyock, *cpy. chf.;* Donald R. Cook, *mdsg. dir.;* Marlen E. Pew, *pub. rels. dir.;* Richard W. Griswold, *mktg. dir.*

Renner Advertisers
1530 Lombard St., Philadelphia 1, Pa. Ki 5-4512. Otto W. Renner Jr., *p. & cpy. chf.;* Richard L. Renner, *p.;* John Gonzales, *art dir.;* Martha Scrafonas, *prod. mgr.;* Joseph Nagle, *publ. & pub. rels. dir. A. e.'s:* Harding Lindholdt, David Horn.

Research & Institute Advertising, Inc.
2019 Cass Ave., St. Louis 6, Mo. Ce 1-8063. Henrietta Baker, *accts. mgr.*

Retail Advertising Agency (div. of Meyer Both Co.)
Michigan Ave. at 20th St., Chicago 16, Ill. Calumet 5-4264. Stanton M. Meyer, *pres.;* John G. Grimm, *v.p.;* Bruno F. Domagala, *treas.;* Raymond C. Mendrala, *dir. servs.*

Revere Advertising, Inc.
512 Nicollet Ave., Minneapolis 2, Minn. Main 1557. E. R. Seaberg, *pres. & a.e.;* Elvin Torsell, *v.p. & a.e.;* Lowell M. Oberg, *prod. mgr.;* Ernest C. Blanchard, *creat. hd.*
Branch Office:
77 W. Washington St., Chicago 2, Ill. St 2-4282. Elvin Torsell, *mgr.*

Reynolds Advertising Service
320 N. Berkley Rd., Kokomo, Ind. 5078.

Clinton Reynolds & Associates
746-A Yorkway Acrade, Jenkintown, Pa. Turner 4-6644. Clinton Reynolds, *o.*

Reynolds-Elkin Advertising Agency
271 Tyler Bank & Trust Bldg., Tyler, Tex. 4-6712, 4-5662. Betty Reynolds, *pres. & a.e.;* Peggy L. Elkin, *v.p., cpy. chf. & a.e.;* Jean Shuttlesworth, *sec. & cpywrtr;* Bob Dasing, *art dir.*
Media Dept.: Betty Reynolds, *tb.;* Peggy L. Elkin, *space b.*

Rich Advertising Co., Inc.
220 Delaware Ave., Buffalo 2, N. Y. Mohawk 5692. Arthur H. Rich, *pres.;* Frederic N. Davis, *prod. mgr.*

Richard & Gunther, Inc.
34 W. 46th St., N. Y. 36. Circle 7-8180. Archie Packer, *pres. & a.e.;* Morton L. Reisfeld, *sec., treas. & a.e.;* Frank Barth, *v.p., cpy. chf. & a.e.;* Paul W. Faulkner, *v.p. & a.e.;* William L. Ryan, *art dir.;* Irwin A. Gilman, *prod. mgr.;* Frank Barth, *cpy. chf.;* Irma Schwartz, *publ. dir. & libr.;* Gerard E. Nistal, *rsrch. dir. & a.e.*
Media Dept.: Frances Fisher, *dir.*

Richard-Lewis
1182 Broadway, N. Y. 1. Murray Hill 6-7645. R. I. Byer, *prod. mgr.;* J. Nobriga, *art dir.*
Media Dept.: L. C. Kaufman, *b.*

Fletcher D. Richards, Inc.
10 Rockefeller Pl., N. Y. 20. Judson 6-5400. Fletcher D. Richards, *chmn;* Bradley A. Walker, *v. chmn;* Eugene I. Harrington, *pres.;* John A. Hamm, *v.p. & a.e.;* Ernest A. Gray, *v.p. & a.e.;* Ellsworth D. Hill, *v.p. & a.e.;* John E. Shepherd, *v.p., dir. rsrch. & mdsg.;* Kenneth Young, *v.p. & a.e.;* Sanford C. Smith, John T. Graff, *v.p.'s;* Seymour J. Frolick, *v.p. & tv-rad. dir.;* Duane W. Beurmann, *sec.-treas.;* Edward F. Archer, *ass't sec. & ass't treas.;* Herschel E. Hinman, *prod. mgr.;* Paul S. Batterson, *cpy. chf.;* Jean Weber, *libr. A. e.'s:* Thomas H. Young Jr., Robert Evans, John A. Hamm, Sylvia Harris, Hugh D. Lavery, D. Duncan Ross, Bradley A. Walker, Brooke B. Watson.

Media Dept.: Charles Dreier, *dept. mgr.;* Thomas Brander, *space b.;* John J. Meskil, *space b.;* James M. Kelly, *tb.*
Branch Offices:
221 N. LaSalle St., Chicago 1, Ill. Financial 6-3585. George T. Jahnke, *mgr. & a.e.;* Charles C. Koch, *prod. mgr. A. e.'s:* L. Spangler, Lester Ploetz.

Media Dept.: Virginia Monfredini, *tb. & space b.*
Harrington-Richards Division, 256 Sutter St., San Francisco 8, Calif. Exbrook 2-6025. Harry G. Fletcher, *v.p. & art dir.;* Alfred E. Smith, *v.p., mgr. & a.e.;* Carl W. Matson, *prod. mgr.;* Henry Wachs, *art dir. A. e.'s:* Henry W. Peterson, Humphrey Ireland, Houston L. Levers.
Harrington-Richards Division, 5816 Wilshire Blvd., Los Angeles 36, Calif. Webster 3-5577. Greacen Mitchell, *mgr.;* Donald E. Gehring, *a.e.*

Richards, Parents & Murray, Inc.
37 W. 39th St., N. Y. 18. Oxford 5-5890. Bertram M. Sussman, *pres. & a.e.;* Murray M. Storch, *v.p. & a.e.;* Shirley Sussman, *sec.-treas. & a.e.*

AGENCIES

Richards & Webb, Inc.
224 Cedar St., Syracuse 3, N. Y. 2-1354. Wilbur O. Richards, *pres. & a.e.;* Stephen M. Webb, *v.p. & a.e.;* Charles A. Grupp, *v.p. & art dir.;* Stuart Sheffield, *prod. mgr.*

Richardson Advertising Agency
8th & W. Levee, Brownsville, Tex. 2-3842. James W. Richardson, *co-o.;* Leland S. Richardson, *co-o.*

Richland Advertising, Inc.
125 W. 41st St., N. Y. 36. Wisconsin 7-4451. Irwin S. Richland, *pres. & a.e.*

Richmond Advertising Service, Inc.
26 Court St., Brooklyn 1, N. Y. Main 5-7100. Louis E. Reinhold, *pres. & a.e.;* Philip Reinhold, *v.p. & a.e.;* Robert Tukel, *prod. mgr.;* S. Plosky, *art dir. A. e.'s:* Walter Hess, M. Reinhold, Peter Sante.
Media Dept.: Philip Reinhold, *b.*

M. Evans Richmond Associates
127 S. 22nd St., Richmond Bldg., Philadelphia 3, Pa. Locust 7-1674, 1675. M. Evans Richmond, *pres.;* Frank Cartwright, *art dir.;* B. Blaine, *prod. mgr.*
Media Dept.: M. Evans Richmond, *tb.*
Branch Offices:
230 Boylston St., Boston 16, Mass. Co 6-4491. Yucca-Vine Bldg., Hollywood 28, Calif. Hemstead 3517. M. K. Reiss, *tv & rad. off.*

Ridgway Advertising Co.
8008 Carondelet Ave., St. Louis 5, Mo. Parkview 1-3755. Casper S. Yost, *pres. & a.e.;* Biron Valier, *exec. v.p., creat. dir. & a.e.;* E. A. W. Schulenburg, *v.p., rsrch. dir. & a.e.;* John J. Horan, *v.p. & a.e.;* W. C. Jackson, *v.p. & a.e.;* T. L. Lewis, *sec.-treas.;* Leonard Langeneckert, *exec. art dir.;* Alex Loelkes, *art dir.;* Robert L. Durham, *prod. mgr.;* John F. Eyler, *mktg. A. e.'s:* C. R. Sides, C. E. Stokes.
Media Dept.: Gloria Feezle, *tb. & space b.;* E. A. W. Schulenburg, *dir.*

R. C. Riebel Advertising Agency
151 S. 5th St., Louisville 2, Ky. Wabash 6039-40. R. C. Riebel, *o. & mgr.*

Riedl & Freede, Inc.
424 Lakeview Ave., Clifton, N. J. Gregory 1-7900. S. Robert Freede, *pres. & a.e.;* George Riedl, *sec., treas. & a.e.;* Daniel Whitney, *v.p. & creat. superv. & a.e.;* Martin I. Weinberger, *prod. mgr.;* Ray Lake, *art dir.;* Alfred Lattini, *art dir.;* Robert Dobrow, *cont.;* Lawrence C. Nunno, *a.e.;* Finlay W. Morrow, *a.e..*
Media Dept.: Robert J. Guthrie.

Alexander G. Rigas, Inc.
16 Park Pl., Newark 2, N. J. Market 3-6425. Alexander G. Rigas, *pres. & treas.;* Victoria Richards, *sec.*

Fred Riger Advertising Agency
Press Bldg., Binghamton, N. Y. Alberta Patrick, *sec.,* Joseph Sardella, *art dir.;* Ruth Hilder, *tv & rad. dir.;* Frederick R. Riger, *a.e.*
Media Dept.: Frederick R. Riger, *b.*

Ringer & Associates, Inc.
712 S. Curson Ave., Los Angeles 36, Calif. Webster 3-8131. Lee Ringer, *pres.*

Rippey, Henderson, Bucknum & Co.
530 First National Bank Bldg., Denver 2, Colo. Tabor 0221. Arthur G. Rippey, *mng. p.;* Clair G. Henderson, *p. & gen. mgr.;* Gilbert H. Bucknum, *p. & a.e.;* Harry A. Lazier, *p. & a.e.;* H. Bond Badgley, *p. & prod. mgr.;* Robert C. Whitney, *p.;* James S. Holme, *p. & a.e.;* Vern Ewing, *p.;* John S. Hull, *p. & a.e.;* Phil Hayward, *art dir.;* Lee Yetter, *art dir.;* Gene Ellis, *art dir.;* Roy Watson, *art dir.;* Jack Thomas, *tv prod. A. e.'s:* Vern Ewing, Arthur Magee, James S. Curd, John H. McLagan.
Media Dept.: Rae L. Holmberg, *tb. & space b.*

Ritchie Advertising Agency
648 Bank of Commerce Bldg., Houston 2, Tex. Ca 4-1828-9. David G. Ritchie, *pres.;* Louis R. Glavis, *v.p. & a.e.;* Ralph D. Dodd, *publ. dir.;* S. O. Hopson, *a.e.*

Gene Rison & Associates
314 N. Broadway, St. Louis 2, Mo. Chestnut 1-2737. Eugene R. Rison, Harry G. Woodward Jr., W. Keane Small, M. A. Spesia.

Ritchie & Sattler, Inc.
Union Commerce Bldg., Cleveland 14, Ohio. Main 1-1346-7-8. Mary J. Leonard, *sec.;* Alden Mills, *art dir.;* Alden Mills, *prod. mgr.;* Lee Sattler, *cpy., contact & a.e.;* Carl Ritchie, *cpy., contact & a.e.;* James Martin, *publ. dir.*

Rittenhouse & Co., Inc.
1917 Westheimer Ave., Houston 6, Tex. Jackson 6-1475. Jack D. Rittenhouse, *pres. & a.e.;* Edward Chalmers, *v.p. & a.e.;* Jack Ehn, *prod. mgr.;* Barbara Attwell, *editrl. dir.;* Don Reynolds, *mkt. anlyst.*

Ritter-Lieberman, Inc.
1242 Turner St., Allentown, Pa. Hemlock 5-9648. Max Levine, *dir. tv.*

Ritter, Sanford & Price, Inc.
274 Madison Ave., N. Y. 16. Murray Hill 6-3795. Sheldon Ritter, *pres., publ. dir. & a.e.;* Howard Sanford, *exec. v.p. & a.e.;* Daniel Price, *v.p., sec.-treas. & a.e.;* William Finkle, *art dir.*
Media Dept.: Sandra Grab.

Rives, Dyke & Co.
2503 Robinhood St., Houston 5, Tex. Ja 4-8143. Earl L. Rives, *p.;* Wayne Rives, *p.;* Frank J. Dyke, *p.*

Robbins Advertising Co.
505 Elm St., Cincinnati 2, Ohio. Joseph L. Robbins, *pres., prod. mgr., tv-rad. dir. & cpy. chf.;* Lee J. Robbins, *v.p. & publ. dir.;* Lillian Robbins, *sec.-treas.;* Ray Smith, *art dir.;* David D. McClanahan, *cpy. chf.;* Alfred D. Meitus, *lgl. advisr.;* Max Greenland, *a.e.*
Media Dept.: Joseph L. Robbins, *dir. & space b.;* Lee J. Robbins.

H. I. Roberts Advertising Agency
167 Madison Ave., N. Y. 16. Murray Hill 3-5065. Irving Binder, *pres. & a.e.;* Robert Bollin, *v.p. & treas.;* Hal Just, *sec.;* Bernard Rothman, *art dir.;* Fred Wasserman, *prod. mgr. A. e.'s:* Henry G. Bollin, Elaine Margulies.

Roberts & Reimers, Inc.
551 Fifth Ave., N. Y. 17. Murray Hill 2-3175. Robert Power Reimers, *pres.;* Leon Kelley, *v.p. & a.e.;* M. W. Nichols, *v.p. & a.e.;* John K. Lucken, *v.p.;* Jac M. Wolff, *sec.;* T. E. Braaten, *cpy. dir.;* Sidney Menchel, *prod. mgr.;* Hugh Ryan, *art dir.;* A. J. Berman, *rsrch. dir. A. e.'s:* David Epstein, Teresa Roberts, John Teargain.
Media Dept.: John K. Lucken, *dir.*

Robertson, Buckley & Gotsch, Inc.
108 N. State St., Chicago 2, Ill. State 2-5336. Homer J. Buckley, *chmn bd. & a.e.;* Scott Robertson, *pres. & a.e.;* Clarence M. Gotsch, *v.p., sec. & a.e.;* G. Bob Greene, *v.p. & a.e.;* M. E. Nyhan, *treas.;* John Beck, *art dir.*

Marshall Robertson Advertising Agency
1550 Speer Blvd., Denver 4, Colo. Keystone 4-0269. Marshall G. Robertson, *p. & prod. mgr.;* Mary A. Robertston, *p. & a.e.;* Lavern Everson, *art dir. A. e.'s:* John F. Eby, R. Wendell McWilliams, Jack Helling, James H. Briggs.
Media Dept.: Margaret Pierson, *dir.*

Robins Advertising Agency
1356 Main St., Sarasota, Fla. Ringling 4-4221, 3-0121. Morton M. Robins, *o.;* Don Harrold, *art dir. A. e.'s:* Mildred G. Robins, M. C. Miller Jr.

Robinson-Adleman-Montgomery, Inc.
1714 Walnut St., Philadelphia 3, Pa. Locust 8-1090. Edward Robinson, *chmn;* Robert H. Adleman, *pres. & a.e.;* Anthony J. Walton, *v.p. & a.e.;* Stanley W. Adleman, *v.p. & a.e.;* E. R. North, *treas.;* Robert Meyers, *art dir.;* Jack Donahue, *prod. mgr.;* James Stewart Montgomery, *cpy. chf.;* Alfred Di Angelus, *tv & rad. dir.;* George Glazer, *publ. dir.;* Stephanie Lundie, *rsrch. dir.;* Gerald Borton, *personnl. dir.;* Lloyd Kaizen, *a.e.*

Robinson Advertising Agency
612 S. Elm St., Muncie, Ind. 202263. W. R. Robinson, *pres. & a.e.;* W. D. White, *sec. & treas.;* C. W. White, *cpy. chf.;* S. E. Simmons, *prod. mgr.;* J. L. Horner, *art dir.;* C. F. Wigmore, *mgr. otdr. dept. & a.e. A. e.'s:* Robert L. Stasseb, Herb Wise, Vaughn Story, Bruce E. Robinson.

Elwood J. Robinson & Co.
1111 Wilshire Blvd., Los Angeles 17, Calif. Mutual 6293. Elwood J. Robinson, *pres.;* Melvin A. Jensen, *exec. v.p.;* John W. Haynes, *v.p.;* David R. Fenwick, *v.p.*
Media Dept.: Robert C. Neuman, *dir., tb.*

Robinson-Rapp Advertising Agency
130 W. 42nd St., N. Y. 36. Chickering 4-6418. James J. Robinson, Rosa W. Rapp.

Eldred J. Robinson Advertising
3200 Maple Ave., Suite 304, Dallas 4, Tex. Riverside 7-7031. Eldred J. Robinson, *o.;* Nancy Lindsay, *sec.;* Harry C. Knickerbocker Jr., *a.e.*

Herbert Robinson, Inc.
511 Louderman Bldg., 317 N. 11th St., St. Louis 10, Mo. Garfield 2111. W. A. Robinson, *pres. & a.e.;* Hal Hebert, *v.p., treas. & a.e.;* M. A. Vance, *sec. & a.e.*

Edward W. Robotham Co.
37 Lewis St., Hartford 3, Conn. Jackson 7-9247. Edward W. Robotham, *pres., treas. & a.e.;* Williams S. Robotham, *exec. v.p., sec. & a.e.;* Mrs. Eloise M. Johnson, *art dir.;* Mrs. Lauretta Beebe, *prod. mgr.*

Roby Advertising Co.
15 W. 10th St., Kansas City 5, Mo. Victor 2-3202. T. N. Roby, *pres.;* Robert H. Krohne, *v.p. & a.e.;* William R. Campbell, *a.e.*

Roche, Williams & Cleary, Inc.
135 S. LaSalle St., Chicago 3, Ill. Randolph 6-7960. John P. Roche, *pres. V.p.'s:* James M. Cleary, Lloyd Maxwell, Stewart Weston, J. V. Gilmour, Miner F. Williamson, John H. Kelly, Wm. H. Savin, George Lyman, Frank Hakewill, Robert H. Stracke; Daniel J. Kelly, *treas.;* Kirby Roche, *tv & rad. dir.;* E. C. Olson, *a.e.*

Allan Rock Advertising Agency
1165 Broadway, N. Y. 1. Murray Hill 9-3850. Allan Rock, *o. & a.e.;* Ken Saco, *art dir.;* Irwin Winehouse, *rad. dir.;* Milton G. Weinstein, *a.e.*
Media Dept.: Sally Winston, *b.*

Rockett-Lauritzen (Calif. Corp.)
1636 S. Oxford Dr., Los Angeles 6, Calif. Republic 4-2106-9. Donald C. Lauritzen, *pres.;* Robert R. Rockett, *sec.-treas.*
Media Dept.: Robert R. Rockett, *dir.*

Irving Rocklin & Associates
32 W. Randolph St., Chicago 1, Ill. Randolph 6-2324. Irving Rocklin, *pres.;* Helen Wurtzburg, *art dir.;* Sue Wurtzburg, *prod. mgr.;* Marjorie Lovinger, *cpy. chf.;* Robert Spencer, *tv dir.;* Lawrence Sevdy, *publ. dir.;* Patricia Boyd, *rsrch dir.;* Dora Kaye, *personnl. dir.;* Trina Shuchat, *libr. A. e.'s:* Edward Lovinger, Jerrold Rocklin, Gerald Addis.
Media Dept.: Ira Segall, *space b.*

Rockmore Co.
37 W. 57th St., N. Y. 19. Plaza 8-2400. Milton M. Rockmore, *pres. & a.e.;* J. Leonard Shaub, *exec. v.p. & a.e.;* Erwin S. Franken, *v.p. & a.e.;* Harry Pesin, *cpy. chf.;* Sydney J. Cohn, *prod. mgr.;* Bernard Goldberg, *art dir.;* Charles L. Lewin, *v.p. & tv-rad. dir.*
Media Dept.: Albert A. Sessions, *bdcst. m. dir.*

Lincoln Roden Advertising
11 N. Juniper St., Philadelphia 7, Pa. Rittenhouse 6-5336.

Sherwin Robert Rodgers & Associates, Inc.
60 E. Scott St., Chicago 10, Ill. Superior 7-5706. Sherwin R. Rodgers, *pres.;* Martha Marty, *sec.;* Toni Rodgers, *tv & rad. dir.;* Kenneth Waindle, *personnl. dir.*
Media Dept.: L. Raclin, *dir.;* Martha Marty, *superv.*
Branch Offices:
8506 Sunset Blvd., Hollywood, Calif. Sunset 1-0945. Morton Sinow, *exec. in chg. & mgr.* 853 Seventh Ave., N. Y. Circle 5-7194. Sandy Howard, *exec. in chg. & mgr.*

Sander Rodkin Advertising Agency, Ltd.
159 E. Chicago Ave., Chicago 11, Ill. Deleware 7-0300. S. Rodkin, *pres. & a.e.;* Y. Rodkin, *v.p.;* G. Rodkin, *sec. & treas.;* W. Westervelt, *prod. mgr.;* S. Rodkin, *tv dir.*
Media Dept.: F. Stein, F. Wachnow.

Roeding & Arnold, Inc.
369 Lexington Ave., N. Y. 17. Murray Hill 3-3531, 23. Fred F. Roeding, *pres. & treas.;* James J. Clinch, *exec. v.p.;* William A. Charters, *v.p. & a.e.;* R. Roeding, *sec. A. e.'s:* Milton M. Fisher, Walter E. Molony, Charles A. Pope, Walter J. McIndoe, Charles A. Stein.

Charles H. Rogers Associates, Inc.
92-32 Union Hall St., Jamaica 33, N. Y. Olympia 8-4300. Melvin D. Weber, *pres.;* Benjamin Weber, *sec. & treas.;* Henry Gould, *art dir.;* Violette Pullis, *personnl.;* Mary Ann Petro, *libr.;* Jerrold Feldman, *a.e.*

Rogers & Porter
191 East Ave., Rochester 4, N. Y. Locust 6146. Earl A. Rogers, *p. & a.e.;* J. Erwin Porter, *p., art dir. & a.e. A. e.'s:* David J. Curtin, Robert A. Webster.

Rogers & Smith
20 N. Wacker Dr., Chicago 6, Ill. Dearborn 2-0020. P. C. Fewell, *pres.;* Ray H. Reynolds, *exec. v.p., mgr. & a.e.;* Robert L. Headen, *v.p. & a.e.;* Jack M. Wentsel, *v.p. & a.e.;* Mary Elizabeth Huppertz, *v.p. & a.e.;* George C. Huppertz, *treas.;* Howard N. Smith Jr., *ass't treas.;* Olive A. Kinloch, *sec.;* Roy A. Roeser, *art dir.;* Edward A. Bolan, *cpy. dir.;* Walter J. Fry, *prod. mgr.;* Jerry Kirby, *a.e.*
Branch Offices:
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903 McGee St., Pickwick Bldg., Kansas City 6, Mo. Victor 2-9400. B. G. Wasser, *exec. v.p., mgr. & a.e.;* R. S. Brigham, *v.p. & a.e.;* N. P. Rowe, *v.p. & a.e.;* Edwin S. Denham, *cpy. chf.;* Richard P. Slade, *mgr. tv-rad. dept.;* Lee F. Young, *prod. mgr.;* Gordon Bamberger, *rsrch. dir.;* William K. Brooks, *creat. serv. dir.;* William Haynes, *art dir. A. e.'s:* J. Everett Herndon, Frank Little, R. L. Dexter.

W. H. Rohr Jr.
2708 E. 58th St., South Drive, Indianapolis 20, Ind. Clifford 1-3034. W. H. Rohr Jr., *pres. & a.e.*

Roizen Advertising Agency, Inc.
291 Delaware Ave., Buffalo 2, N. Y. Madison 5915. Manus Roizen, *chmn bd., pres., treas. & a.e.;* Samuel Sapowitch, *exec. v.p.;* Edith Roizen, *sec.;* A. M. Presant, *a.e. & prod. mgr.;* Joe Petrino, *art dir.*
Media Dept.: Manus Roizen, *dir.*

Roland-Bodee Advertising Co.
1619 Broadway, N. Y. 19. Circle 7-0570. Jack Roland, *p. & a.e.;* Lew Bodee, *p., cpy. chf. & a.e.;* Sylvia Degutz, *sec.;* Marilyn Minikes, *rsrch. dir.;* Walter Bucholtz, *art dir.;* Robert Schwartz, *prod. chf.;* Sydney Russell, *tv & rad. dir. A. e.'s:* Robert Marcus, Irwin Bodee.
Media Dept.: Jack Roland, *dir.*

Roland-Bodee & Flint
2138 Biscayne Blvd., Miami 37, Fla. 82-7631. *P.'s:* Charles Friedlander, Jack Roland, Lew Bodee; Jeam R. Lee, *exec. sec.;* Mary Gruber, *sec.;* Harold Howard, *traff. mgr.;* Nat Lang, *off. mgr.;* Bertha Howard, *audtr.;* O. William Hays, *art dir.;* Joseph Bartko, Robert Black, *artists;* Irving Pincus, *prod. mgr.;* Floria Raymond, *cpy. chf. A. e.'s:* Charles Friedlander, Jack Roland, Nat Lang, Florian Raymond, Milton M. Mendelsohn.
Media Dept.: Carol Neuman, *dir.*

Rolley & Reynolds, Inc.
2016 Sansom St., Philadelphia 3, Pa. Locust 4-4075. Albert F. Byers, *pres. & prod. mgr.;* William T. Reynolds, *v.p.;* Lawrence Lecas, *art dir.*

William G. Rolley Advertising
Virginia Ave. & Beach, Atlantic City, N. J. Ac 4-6200. William G. Rolley, *o. & publ. dir.;* Robert Malmstrom, *art dir.;* Sophia Tubis, *prod. mgr.;* Barbara Innis, *cpy. chf.*
Media Dept.: Elizabeth Johnson, *dir.*

Rollman Advertising Agency
1206 Tri-State Bldg., Cincinnati 2, Ohio. Garfield 1-6010. Henry Rollman II, *pres. & treas.;* Dwight F. McCollister, *art dir. & prod. mgr.;* Syd Cornell, *tv & rad. dir. A. e.'s:* John E. Held, Daniel J. Hourihan.

Harriet Romain Advertising, Inc.
200 W. 57th St., N. Y. 19. Judson 6-6565. Harriet Romain, *pres. & a.e.;* Ralph Rofheart, *art dir.;* Murray H. Salit, *prod. mgr. & a.e.;* Selma Ries, *publ. dir.*
Media Dept.: Selma Ries, *dir.*

Roman Advertising Agency, Inc.
810 N. Calvert St., Baltimore 2, Md. Mulberry 5-8282-3, 5-1616. George Roman, *pres.;* Harry P. Sprow, *art dir.*
Media Dept.: Beverly Eisenberg, *dir.*

Roman Advertising Co.
721 Olive St., St. Louis 1, Mo. Ga 1-6300. Melvin F. Roman, *pres.;* Fred J. Zweig, *a. serv. dir.;* Harold Poth, *art dir.;* Jim Weingartner, *prod. mgr. A. e.'s:* Festus J. Krebs Jr., Henrietta Liese Meier, Florence Frei Treadway.

Davitt M. Rooney Associates
Bank Bldg., Palmer, Mass. Palmer 1356. Davitt M. Rooney, *pres. & treas.;* Elizabeth I. Rooney, *v.p.;* Walter Wlodyka, *sec.*

Root Advertising Agency
631 N. Central Ave., Chicago 4, Ill. Austin 7-2887. Perrin B. Root, *o.;* Everett Davis, *prod. mgr.*

AGENCIES

Rose Advertising Agency
516 Broadway, N. Y. 12.

William Ganson Rose, Inc.
1330 Williamson Bldg., Cleveland 14, Ohio. Tower 1-6171. William Ganson Rose, *pres., treas. & rad. dir.;* Joan Burke, *prod. mgr.;* Frank Pelton, L. C. Brown, *v.p.'s.*

Irving Rosen Advertising
230 Fifth Ave., N. Y. 1. Oregon 9-1926 Irving Rosen, *o., tb.;* E. Wayne, *prod. mgr.*

Leo Jay Rosen Associates, Inc.
210 Roper Bldg., Miami 32, Fla. Jefferson 8-4588. Leo J. Rosen, *pres.*

Milton B. Rosenberg Advertising
218 Madison St., Passaic, N. J. Pr 9-6495. Milton B. Rosenberg, *o., sec. & treas.*

Irving J. Rosenbloom & Associates, Inc.
400 N. Michigan Ave., Chicago 11, Ill. Mohawk 4-6140. Irving J. Rosenbloom, *pres.;* Wm. Macdonald, *art dir.;* D. L. Elias, Edwin Sergey, *v.p.'s.*

Rosengarten & Steinke, Inc.
483 Union Ave., Memphis 3, Tenn. 37-4566; 36-1662. Norton P. Rosengarten, *pres., a.e. & tv dir.;* Lynn Steinke, *exec. v.p. & a.e.;* Jay Scott, *tv & rad. dir.;* R. W. Sherrill, *prod. mgr.;* Arthur Meyerjack, *art dir.;* Jerrald Thomas, *a.e.*

Media Dept.: Pat Pierce, *b.*

Monte Rosenwald & Associates, Inc.
P.O. Box 1369, Amarillo, Tex. Drake 6-7239. Monte Rosenwald, *pres.;* Lloyd Cook, *v.p. & art dir.;* J. Howard Miller, *chg. photo & tv prod.;* Cliff Lambert, *a.e.;* Peggy Williamson, *cpy. chf.*

O. H. Roskam Advertising
1430 Grand Ave., Kansas City 6, Mo. Ha 1-6469. Oliver H. Roskam, *o.;* Betty Roskam, *list rentals, acctg.*

Ross Advertising
Farmers Trust Bldg., Ft. Wayne 2, Ind.

Ross Advertising Agency
P.O. Box 36617, Los Angeles 36, Calif. Gen. office: Dunkirk 7-2148; studio: Webster 1-2903. Clark F. Ross, *p. & a.e.;* Lew R. Ross, *p.;* B. F. Duer, *art dir.;* Marj. Parcells, *prod. mgr.;* Moe Holke, *a.e.*

Ross Advertising
1005 N. University, Peoria, Ill. 3-7406. Lewis S. Ross, *mgr.;* B. J. Livengood, *a.e.;* Robert L. Flink, *a.e.;* M. B. Kreighbaum, *cpy-m. dir.;* William C. Harkins, *art dir.;* Edward Hacker, *prod. mgr.*

Media Dept.: M. B. Kreighbaum.

David Ross Advertising
17 W. 60th St., N. Y. 19. Plaza 7-3917. David Ross, *o.;* Irving Fraser, *art dir.;* Vera Ross, *prod. mgr. & personnl. dir.;* Howard Anderson, *publ. dir.;* E. H. Perron, *libr. A. e.'s:* David Berg, Andrew Tobias, Eric Lawson, Philip Kapps.

Media Dept.: David Ross, *space b.*

Ellsworth Ross, Inc.
3810 Beverly Blvd., Los Angeles 4, Calif. Dunkirk 8-3608. Ellsworth Ross, *o.*

Ross-Gould Co.
309 No. 10th St., St. Louis 1, Mo. Central 1-1646. Herbert M. Ross, *pres. & treas.;* Walter K. Eckles, *v.p.;* Edward C. Jacques, *sec.*

Media Dept.: Herbert M. Ross.

H. L. Ross Advertising & Publicity
614 N. Delaware St., Indianapolis 4, Ind. Melrose 4-1227. Harold L. Ross, *o.;* Deo A. Dawson, *art dir.*

Philip I. Ross Co., Inc.
38 E. 57th St., N. Y. 22. Plaza 8-2777. Philip I. Ross, *pres. & a.e.;* Bennett Hacker, *v.p. & prod. mgr.;* Lee Mattes, *sec.;* Bernard Glasgow, *art dir.;* Laurence McKay, *cpy. chf.;* M. Davis, *publ. dir.*

Media Dept.: Lee Mattes, *dir.*

Rossi & Co.
607 Shelby St., Detroit 26, Mich. H. V. Rossi, *pres. & treas.;* Marie R. Warner, *sec.;* Kenneth Kelly, V. C. Goloyugo, *art dirs.;* Paul DuRocher, *prod. mgr.;* H. G. Doering, *cpy. chf.*

Media Dept.: Stephen Skilnyk, *dir.*

Ross Roy, Inc.
2751 Jefferson Ave., Detroit 7, Mich. Loraine 7-3900. Ross Roy, *pres.;* Thomas G. McCormick, *exec. v.p. & gen. mgr.;* Frederick W. Overesch, *v.p. & ass't to pres.;* Carrol F. Sullivan, *sr. v.p. & a. superv.;* William H. Gerstenberger, *v.p. & superv.;* John W. Hutton, *v.p. & art dir.;* Kenneth S. Loring, *v.p. & dir. prod. analysis;* William W. Shaul, *v.p. & a. superv. V.p.'s:* Carl E. Hassel, Hubert F. Roy; Erwin H. Haass, *sec.;* Lathrop P. Morse, *treas.;* Harry W. Mellen, *compt.;* George W. Macier, *personnl. dir.;* Robert E. Riordan, *rsrch. dir.;* William L. Miller, *prod. dir.;* Albert C. Nute, *publ. dir.;* Florence Armstrong, *libr. A. e.'s:* Albert E. Bowles, Richard G. Dorn, G. Robert Hankinson, Robert G. Lyon, Wm. H. Mathews, James L. Rast, Robert R. Roy.

Media Dept.: Carl E. Hassel, *dir.*

Branch Offices:
122 E. 42nd St., N. Y. 17. Murray Hill 7-2944. John A. Roche, *a.e.*
1680 N. Vine St., Hollywood 28, Calif. Hollywood 9-6263. Maurice G. Vaughn, *v.p.;* Beulah Stainback, *off. mgr.;* Joseph G. Mohl, *a.e.*

Media Dept.: Beulah Stainback, *space b.*

Canada Trust Bldg., London & Victoria Sts., Windsor, Ont. Clearwater 6-2371. Garold J. G. Jackson, *v.p.;* Gerald H. Lemon, *prod. dir. A. e.'s:* George T. Alsop, Tom Gilchrist, John Tee, Joseph B. Piercell.

H. C. Rossi Advertising
37 W. 57th St., N. Y. 19. Plaza 3-9889. C. H. Rossi, *o.;* C. Wachter, *sec.;* G. Oldham, *prod. mgr.*

Rossi & Hirshson
114 Middle St., New Bedford, Mass. Wyman 6-8529, 6-8520. G. Warren Hirshon, *prop. & prod. mgr.*

Media Dept.: M. F. Smith, *space b.*

Rossini Advertising Agency, Inc.
175 Fifth Ave., N. Y. 10. Oregon 3-8289. Vincent Rossini, *pres.;* Anthony Novelli, *art dir.;* Angela Cipriano, *sec.;* Vince Rossini, *pub. rels. dir. & a.e. A. e.'s:* Peter J. Farmer, A. F. Guiglia, Lorraine Dessen, Natalie Donna.

Media Dept.: Donna Cotroneo, *tal. b., tb.*

Charles Roster Advertising
Wilson Bldg., Corpus Christi, Tex. Tulip 4-9591. Charles Roster, *o.*

Rothbardt & Haas Advertising, Inc.
232 E. Ohio St., Chicago 11, Ill. Whitehall 4-3289. Adolph M. Rothbardt, *pres., treas. & a.e.;* Robert Haas, *exec. v.p., sec. & a.e.;* Charlene Landsberg, *cpy. chf.;* Ted Zwier, *prod. mgr.;* Olin W. Hoskins, *art dir.*

Media Dept.: Loretta Hanzel, *dir.*

S. Lawrence Rothman Advertising & Public Relations
May Bldg., Pittsburgh 22, Pa. Atlantic 1-6610-3. S. Lawrence Rothman, *pres., tv-rad. dir.;* Ann Oschman, *treas.;* Louis Orsini, *art dir. & prod. mgr.;* Emily McK. Stuart, *publ. dir.;* R. E. Slessinger, *rsrch. dir.;* Suzanne Marks, *libr.;* Harold Wintner, *audtr.;* Lewis A. Mendelson, *a.e.*

Media Dept.: S. Lawrence Rothman, *space b. & tb.*

David E. Rothschild Advertising
207 E. 43rd St., N. Y. 17. Murray Hill 2-4576. David E. Rothschild, *pres. & a.e.;* Henry C. Meyer Jr., *art dir. & a.e.;* Robert E. Pelletier, *prod. mgr.*

Media Dept.: David E. Rothschild, *space b.*

Frederic G. Rottmund
7651 Old Georgetown Rd., Bethesda 14, Md. Oliver 6-8333. Frederic G. Rottmund, *prop.*

Rowe & Wyman Co.
3800 Reading Rd., Cincinnati 29, Ohio. Capitol 1-5220. Walter S. Rowe, *pres., treas. & a.e.;* Ted Menderson, *v.p. & a.e.;* C. L. Brewer, *sec. & prod. mgr.;* Alfred Cugat, *art dir.*

Royal Advertising Agency
1510 Grant Street, Unionville, Mo. 439. Dow Bonnie, *pres.;* E. Torrey, *sec.;* Mary Torrey, *art dir.*

Royal & deGuzman, Inc.
135 E. 36th St., N. Y. 16. Murray Hill 5-8275. Paul deGuzman, *pres. & a.e.;* Frank Beckert, *v.p. & a.e.;* Warren Mayers, *v.p. & a.e.;* Fred Lesner, *v.p. & a.e.;* George Petrelis, *art dir.;* Judith Albert, *rsrch.;* Dolores Andre, *libr.*

Media Dept.: Catherine deGuzman, *dir.;* Janice Stern.

Rozene Advertising Co.
571 Fairfield Ave., Bridgeport 3, Conn. Edison 6-1176. Jack Rozene, *o.;* Alan Mayler, *art dir.;* Margaret Gene, *personnl. dir.*

Media Dept.: Douglas Savard, *dir.;* Jack Rozene, *space b.*

Ruben Advertising Agency
966 N. Meridian St., Indianapolis 4, Ind. Me 5-2577. Gary A. Ruben, *pres. & a.e.;*

Elmar A. Ruben, *v.p. & a.e.;* Dr. Jules Ruben, *rsrch. dir.;* William Spivey, *prod. mgr.;* I. Dickhouse, *art dir.;* R. Bobowski, *creat. dir.;* S. Kaplan, *cpy. chf.;* John Hopper, *ass't art dir.*

Ruben Advertising Agency

710 David Stott Bldg., Detroit 26, Mich. Ruben H. Isaacs, *pres.;* Murry D. Koblin, *art dir.;* Al Favale, *a.e.*

Ruder & Finn, Inc.

130 E. 59th St., N. Y. 22. Plaza 9-1800. David Finn, *pres.;* William Ruder, *chmn bd.;* Paul Zucker, *v.p.*

Fred Rudge Associates, Inc.

63 Park St., New Canaan, Conn. N. Y.: Plaza 9-3160; New Canaan: Woodward 6-1651. Fred Rudge, *pres., treas. & a.e.;* Lee Murdaugh, *sec., cpy. chf. & a.e.;* William T. Lent, *art dir.*

Oscar E. Rudsten & Associates

262 Washington St., Boston 8, Mass. Ca 7-2146. Oscar E. Rudsten, *o.;* Susan Magri, *art dir.;* Albert P. Burke, *cpy. chf.*

Media Dept.: Thelma Press, *dir.*

Gregory Ruffa Advertising

247 W. Front St., Plainfield, N. J. 5-8987. Gregory Ruffa, *o.;* Gene Tarulli, *a.e.;* Dorothy Moreland, *art dir.;* Mark Yurman, *prod. mgr.;* Virginia Deitrich, *ass't art dir.;* Betty Trullinger, *sec.*

Charles L. Rumrill & Co., Inc.

339 East Ave., Rochester 4, N. Y. Baker 7900. Charles L. Rumrill, *pres.;* Herbert R. Hanson, *treas. & a.e.;* Fay F. Harned, *v.p., chg. art.;* Neil A. Gallagher, *sr. v.p. & a.e.;* George M. Prince, *exec. v.p. & a.e.;* Willis T. Jensen, *v.p. & a.e.;* J. R. VanArsdale, *sr. v.p. & a.e.;* G. Grantly Wallington, *sec. & cpy. creat. dir.;* Chester G. Uffelman, *ass't treas.;* Elmer M. Kern, *prod. mgr.;* Victor F. Boero, *art superv.;* Wallace E. Sitts, *direct mail mgr.;* Dorian St. George, *tv & rad. dir.;* William E. Weller Jr., *rsrch. dir.;* Robert H. Bush, *pub. rels. dir.;* Evelyn Ricker, *libr.;* James S. Warren Jr., *v.p. & a.e.;* Bruce W. Jones, *v.p. & a.e.;* Charles N. Gleason, *v.p. & a.e.;* Donald B. Miller, *ass't v.p. & a.e.;* John E. Troskosky, *ass't v.p. & a.e.;* George R. Darcy, *a.e. & dir. of devlpmnt.;* Ruth E. Boulton, *personnl. dir.*

Media. Dept.: Marian S. Simmons, *dir.;* William E. Weller Jr., *tb.*

Rumsey Perkins, Inc.

185 N. Wabash Ave., Chicago 1, Ill. Dearborn 2-3367. W. Kent Perkins, *pres. & treas.*

J. B. Rundle, Inc.

401 Broadway, N. Y. 13. Di 9-1730. J. B. Rundle, *pres.;* S. Freundel, *v.p., cpy. chf., dir. serv.;* Mina B. Lape, *sec. & treas.;* Joseph N. Damico, *prod. mgr.;* Lester Moser, *art dir.*

Media Dept.: Joseph B. Damico.

Lowe Runkle Co.

1305 Liberty National Bank Bldg., Oklahoma City 2, Okla. 6-3521. Lowe Runkle, *pres. & a.e.;* Monty Mann, *v.p. & a.e.;* Roger Pishny, *v.p. & a.e.;* Howard Neumann, *v.p. & a.e.;* George A. Mitten, *sec.;* Hugo Lindberg, *art dir.;* Martin Fuller, *tv & rad. dir.;* Oscar E. Heuser, *publ. dir. & a.e.;* Marshall Bateman, *a.e.*

Clarence H. Russell & Associates

46 E. Superior St., Chicago 11, Ill. Michigan 2-2990. Clarence H. Russell, *pres. & a.e.;* John A. Grandland, *exec. assoc. & a.e.;* Vincent Brown, *art dir.*

Media Dept.: E. Mortrud, *dir.*

Frederick A. Russell Advertising

10 High St., Boston 10, Mass., Liberty 2-3273. Frederick A. Russell, *pres.,* Roger M. Jennings, *a.e.*

James Elliott Russell, Inc.

35 W. 56th St., N. Y. 19. Plaza 7-6358. A. Harvey Stein, *pres.*

Robert C. Russell, Inc.

P. O. Box 24, Schenectady 1, N. Y. 4-7837. Robert C. Russell, *pres., treas. & prod. mgr.;* Henry M. Perry, *v.p.;* Helen P. Russell, *sec.*

Media Dept.: Robert C. Russell, *space b.*

Ruthrauff & Ryan, Inc.

405 Lexington Ave., N. Y. 17. Murray Hill 6-6400. Frederick B. Ryan Jr., *chmn exec. comm.;* Robert M. Watson, *v. chmn.;* F. Kenneth Beirn, *pres.;* J. Lewis Ames, *v.p. & sec.;* Fred Clarke, *v.p. & cpy. dir.;* Daniel M. Gordon, *v.p.;* W. J. Main, *v.p. & rsrch. dir.;* F. Bourne Ruthrauff, *v.p.;* Lawrence Gayda, *v.p. & art dir.;* George Wolf, *v.p. & tv-rad. dir.;* Martin Oechsner, *v.p.;* Robert Pasch, *v.p. & assoc. cpy. dir.*

Media Dept.: Daniel M. Gordon, *dir.;* Anthony Gee, *ass't to dir. & mgr. print div.;* Vincent DeLuca, *mgr. tb. div.;* Mary Dowling, *tb.;* Edward Sherinian, *tb.;* Bruce Doll, Donald Scandlin, *print bs.;* Joseph Kelnberger, *print b.*

Branch Offices:

360 N. Michigan Ave., Chicago 1, Ill. Financial 6-1833. Paul E. Watson, *chmn. bd.;* Haakon B. Groseth, *exec. v.p.;* Roswell W. Metzger, *exec. v.p.;* William D. Watson, *v.p. & Chicago mgr.;* W. P. Littell, *sr. v.p.;* K. D. Stewart, *sr. v.p.;* George B. Anderson, *v.p. & tv-rad. dir.;* A. R. Callies, *v.p.;* J. E. Fleisch, *v.p.;* Percy Graham, *v.p.;* Norman Graham, *v.p.;* Gerald V. Kelleher, *v.p.;* Herbert Lund, *v.p.;* Elmer Rieck, *v.p. & prod. mgr.;* R. V. Rice, *v.p.;* G. A. Rudnick, *v.p. & cpy. chf.;* Frank E. Cheeseman, *v.p. & hd. art dir.;* Ray A. Washburn, *v.p.*

Media Dept.: A. R. Callies, *mgr.;* Holly Shively, *superv. & chf. tb.;* William H. Cline, *chf. print b.;* Irene Hess & Edmund Kasser, *tbs.;* Alfred J. Grobe, *print b.;* Lawrence P. Conway, *otdr. space b.*

Carew Tower, Cincinnati 2, Ohio. Garfield 5800. John L. Magro, *v.p. & mgr.*

Media Dept.: Ruth Borg, *b.*

Adolphus Tower, 1412 Main St., Dallas 2, Tex. Riverside 6453. A. G. Pappas, *mgr.*

7430 Second Blvd., Detroit 2, Mich. Trinity 4-2200. Tod Reed, *exec. v.p.*

Media Dept.: S. H. Link. *dir.*

6920 Sunset Blvd., Hollywood, Calif. Hollywood 9-3611. Edward Simmons, *west-cst. tv-rad. dir.*

Old National Insurance Bldg., 5615 Fannin St., Houston 4, Tex. Jackson 4-7531. Theodore Keady, *mgr.*

Media Dept.: Gordon Hill, *b.*

3440 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 8-0571. J. H. Weiser, *v.p. & Pacific-cst. mgr.*

Media Dept.: Betty Llewelyn, *tb. & print b.*

611 Olive St., St. Louis 1, Mo. Main 1-0127. Oscar A. Zahner, *sr. v.p. & mgr.*

2650 University Ave., St. Paul 14, Minn. Midway 5-7711. W. M. Ammundson, *mgr.*

Media Dept.: Loren S. Sorenson, *b.*

235 Montgomery St., San Francisco 4, Calif. Exbrook 2-4616. Ray Mount Rogers, *v.p. & mgr.*

Media Dept.: Virginia Crawford, *b.*

1218 Third Ave., Seattle, Wash. Elliott 1572. F. G. Mullins, *v.p. & mgr.*

Media Dept.: G. Richardson, *b.*

840 National Press Bldg., Washington 4, D. C. Executive 3-6730. Donald J. Wilkin, *v.p. & mgr.*

Rutledge & Lilienfeld, Inc.

1000 Market St., St. Louis, Mo. Main 1-3252. Granville Rutledge, *pres., treas. & a.e.;* Charles H. Lilienfeld, *exec. v.p., sec. & a.e.;* E. G. McGrath, *cpy. chf. & a.e.;* Anne Coyle, *tv & rad. dir.;* William Muller, *v.p.;* Elliott Davies, *a.e.*

Media Dept.: Ed Poesnell.

Branch Office:

121 W. Wacker Dr., Chicago, Ill. Dearborn 2-6326. Lawrence Rubin, *prod. mgr.*

Ryan Associates, Inc.

136 William St., N. Y. 38. Digby 9-3929. Michael J. Verderosa, *pres.;* Albert J. Verderosa, *v.p.;* Emile E. Verderosa, *sec. & treas. A. e.'s:* Madeline Ryan, Margaret Verdi, John Michaels, John Alberts, Beatrice Cowan.

Howard J. Ryan & Son

Vance Bldg., Seattle 1, Wash. Main 0770. Howard J. Ryan, *pres.;* D. Morgan, *sec.;* Burt J. Ryan, *treas.*

Lewis Edward Ryan

726 Jackson Pl. N.W., Washington 6, D. C. Republic 7606-07-08-09. Lewis Edwin Ryan, *o.;* John F. Hardie Jr., *gen. mgr. & a.e.;* Preston B. Coiner, *compt.;* Ann Evans, *cpy. chf.;* David F. DeYoung, *prod. mgr.;* James W. Steele, *art dir.;* William H. Clifford, *assoc. art dir.;* William J. Green, *tv & rad. dir. A. e.'s:* W. R. Doores, Sam Hunsaker, James Gould.

Media Dept.: William J. Green, *tb.*

Ryder & Ingraham, Ltd.

3770 Piedmont Ave., Oakland, Cal. Olympic 4-8831. Ross H. Ryder, *pres. & a.e.;* Robert L. Ingram, *sec.-treas. & a.e.;* James Bishop, *art dir.;* Monna Leitner, *prod. mgr. A. e.'s:* Richard Strain, W. R. Johnston.

Media Dept.: Estelle Guy, *dir.*

Saas & Sogard, Inc.

405 Guaranty Bldg., Indianapolis 4, Ind. Melrose 4-4577. G. A. Saas, *pres. & a.e.;* Larry T. Sogard, *v.p. & a.e.;* Ann E. Hedgcock, *sec.;* Vera A. Saas, *treas.;* Lucy Williams, *prod. mgr.*

Sachs Advertising Studios

1502 Randolph St., Detroit 26, Mich. Woodward 1-4391. Sid Sachs, *pres. & art dir.;*

Mary Sachs, *v.p.;* Bob McAlear, *cpy. chf. & a.e.*

Media Dept.: Mary Sachs *space b.*

The Sackel Company, Inc.

8 Newbury, Boston 16, Mass. Kenmore 6-4363. Sol Sackel, *pres.;* Ralph M. Schiff, *sr. v.p. & gen. mgr.*

Media Dept.: Irving Eison, *tv tb.*

Ben Sackheim, Inc.

2 West 59th St., N. Y. 19. Plaza 1-2200. Ben Sackheim, *pres.;* George B. Pampel, *exec. v.p. & a.e.;* Jerome G. Hahn, *v.p.;* Glenda Sullivan, *v.p.;* Ted Breining, *sec., treas. & a.e.;* Arthur Singer, *art dir.;* Bernard Spiro, *prod. mgr.;* A. Green, *cpy. dir.;* William Pitts, *assoc. cpy. dir.;* Murray Hirsch, Joan Schneiderman, *a.e.'s.*

Media Dept.: William Galker, *dir. & tb.*

Maxwell Sackheim & Co., Inc.

545 Madison Ave., N. Y. 22. Pl. 1-3151. Maxwell Sackheim, *chmn treas. & a.e.;* Robert B. Sackheim, *pres., personnl. dir. & a.e.;* Lester Wunderman, *v.p. & a.e.;* Edwin C. Ricotta, *v.p. & art dir.;* Joe Gans, *v.p., tv-rad. dir.;* Irving Wunderman, *v.p., cpy. chf.;* Harry Kline, *v.p. & a.e.;* Sherman Sackheim, *v.p. chg. optns. & a.e.;* Allen Berke, *prod. mgr.;* Samuel J. Coran, *mdsg. sls. prom. dir.;* Jack Shelton, *direct ml. mgr.;* Peter Rabar, *a.e.*

Media Dept.: Leah Roth, *dir. & space b.*

Edward St. Aubin Associates, Inc.

1426 Elm St., Manchester, N. H. 5-9631, 5-9632. Edward G. St. Aubin, *pres., treas. & a.e.;* Reginald Webster, *art dir. & prod. mgr.;* S. R. Mooney, *personnl. dir.;* Raimond Bowles, *publ., pub. rel. dir. & a.e.*

Media Dept.: S. R. Mooney, *dir.*

St. Claire Advertising Agency

3128 Grand River Ave., Detroit 8, Mich. Randolph 7779, 7780. Paul E. Cattey, *p.;* C. C. Kyle, *p.;* V. L. Gunther, *prod. mgr.*

St. Georges & Keyes, Inc.

250 Park Ave., N. Y. 17. Yukon 6-7575. Stanley J. Keyes Jr., *pres.;* James J. Freeman, *exec. v.p.;* Alfred A. Anthony, *v.p. & art dir. V.p.'s:* Richard K. Snively, John L. Fitzgerald, John C. Legler; Charles W. Schiess, *treas.;* William Korcak, *prod. mgr.;* Alfred A. Anthony, *art dir.;* Edward Bozorth, *ind. consellor;* Jay Poole, *cpy. chf.;* Torrey Stearns, *publ. dir., pub. rels. dir. A. e.'s:* Marshall Murphy, Sydney Huntley, Roy Williams, John Lawlor.

Media Dept.: Alicia Frost, *space b.;* James J. Freeman, *dir.*

Branch Offices:
3701 N. Broad St., Beury Bldg., Philadelphia, Pa. Sagmore 2-4113. Arthur Warnke, *mgr.*
1004 N. Charles St., Baltimore, Md. Plaza 0809. Roy Williams, *mgr.*

St. Paul Advertising Co.

100 S. Wabasha St., St. Paul 1, Minn. Capitol 4-8811. C. L. Weschcke Jr., *v.p.;* D. Nelson, *treas.;* R. Hansen, *art dir.;* D. Downie, *prod. mgr.;* B. Harris, *libr.*

Media Dept.: N. C. Elmquist, *space b.*

Sales-Aide Service

Hearst Square, 326 W. Madison St., Chicago 6, Ill. State 1-2157. Howard A. Gardner, *o.;* Bernard J. Oos, *prod. mgr.;* Bernard J. Oos, *a.e.*

Media Dept.: Mrs. A. E. Kendall, *dir.*

Salesvertising Associates, Inc.

320 N. Dearborn St., Chicago 10, Ill. Superior 7-1722. Douglass Doolittle, *pres.;* G. S. Doolittle, *sec.*

Richard Salinger

99 Chauncy St., Boston 11, Mass. Liberty 2-5332. Richard B. Salinger, *pres., cpy. chf. & a.e.;* Daniel Enneguess, *art dir. & prod. mgr.*

Media Dept.: Richard B. Salinger, *space b. & tb.*

Salow & Associates

30 Howe Ave., Passaic, N. J. Gregory 3-1414. H. Harvey Salow, *pres. & a.e.;* Orvel Carlson, *art dir.;* William Levison, *cpy. chf.;* Jo Catanzaro, *publ. dir.;* Gerard Nistal, *a.e.;* William Benedict, *a.e.*

Media Dept.: Gerard Nistal, *dir.*

Salzman Co.

119 West 57th St., N. Y. 19. Ju 6-4189. Seymour Salzman, *o. & a.e.;* Margaret Mulvaney, *cpy. chf.;* Mike Zisser, *art dir.*

H. G. Sample Advertising

Glenn Bldg., Atlanta, Ga. Alpine 4949. H. G. Sample, *pres. & a.e.;* E. Morris, *art dir.;* J. Halligan, *prod. mgr.;* Mitzie Sweetin, *cpy. chf.;* Jack Veller, *tv & rad. dir. & a.e.;* Etheleen Bowles, *publ. dir.;* Joan Lavenson, *rsrch. dir.*

Media Dept.: H. G. Sample, *dir.*

Arthur W. Sampson Co., Inc.

185 Devonshire St., Boston 10, Mass. Liberty 2-2277. Arthur W. Sampson, *pres., treas. & a.e.;* L. E. Sampson, *sec.;* Anson Earl Sawyer, *cpy. chf. & a.e.;* Newell G. Keyes, *art dir.*

John H. Sampson Co.

53 W. Jackson Blvd., Chicago 4, Ill. Harrison 7-4090. John H. Sampson, *o.*

Samson Advertising & Merchandising Service

733 N. Eutaw St., Baltimore 1, Md. Mulberry 5300. Samson Feldman, *o.;* H. Milton Feldman, *a.e.*

Media Dept.: Muriel Miller, *space b.*

M. L. Samson Co.

666 Lake Shore Drive, Chicago 11, Ill. Mohawk 4-6077. M. L. Samson, *chmn bd. & pres.;* T. A. Dean, *v.p.;* T. J. Connelly, *sec. & treas.;* Helen Williams, *cpy. chf.;* Phil Rubins, *prod. mgr.;* Vernon Prindle, *art dir.;* N. Baggott, *rsrch. dir.*

Media Dept.: M. L. Samson, *b.*

Milton Samuels Advertising

1501 Broadway, N. Y. 36. Lo 3-6368.

Sanders Advertising Agency, Inc.

Interurban Bldg., Dallas 1, Tex. Prospect 1582-3-4. J. M. Sanders, *pres. & a.e.;* W. H. Cunningham, *v.p. & a.e.;* Fred E. Farr, *v.p. & a.e.;* John W. Pauling, *v.p. & a.e.;* Al Carrell, *v.p. & a.e.;* Horace Peacock, *art dir.;* Jim Ogilvie, *prod. mgr.;* Betty Jordan, *cpy. chf.;* Tena Cummings, *tv-rad. dir.;* E. P. Plyler, *phtgrphy. dir.;* W. H. Cunningham, Harrell Bray, *a.e.'s.*

Media Dept.: P. H. Apple, *dir.*

Branch Office:
1012 14th St., N.W., Washington 5, D. C. District 7-7060. Beatrice Hirst, *mgr.*

E. W. Sann & Associates

Plymouth Bldg., Minneapolis 3, Minn. Br 7085. C. W. Stevenson, *gen. p.;* E. W. Sann, *ltd. p.;* A. B. Engel, *sec. & treas.*

Sanger-Funnell, Inc.

60 East 42nd St., N. Y. 17. Murray Hill 7-1513. Alan B. Sanger, *pres., treas. & a.e.;* Walter L. Funnell, *exec. v.p. & a.e.;* Robert L. Neff, *v.p. & a.e.;* Helene Beauchemin, *sec.;* John P. Corrado, *publ. prod. mgr.;* August Thee, *print, prod. mgr.;* Robert L. Starski, *a.e.*

Hal Sandy Associates

5006 State Line Rd., Kansas City 12, Mo. Skyline 1-0706. Hal Sandy, *pres.;* Wilda Sandy, *sec. & treas.;* Lois Tischler, *art dir.;* Barbara Blumenthal, *art dir.;* Scott Lilley, *prod. mgr.*

Ysobel Sandler Advertising, Inc.

1 Gramercy Park, N. Y. 3. Oregon 4-0400. Ysobel Sandler, *pres. & a.e.;* Jessie Rella, *sec.;* Louis Sandler, *treas. & prod. mgr.;* Julius E. Letsche, *art dir.*

L. A. Sandlass Advertising Agency

219 W. Saratoga St., Baltimore 1, Md. Plaza 2-2993. L. T. Sandlass, *o.,* Margaret M. O'Donnell, *sec.*

Lew Sanders Advertising

6 East Monroe St., Chicago 3, Ill. Andover 3-1590. Lew Sanders, *o.;* Frances Seidman, *sec.;* Phil Field, *a.e.*

Porter Sargent Advertising

11 Beacon St., Boston 8, Mass. Lafayette 3-1670. F. Porter Sargent, *pres.,* Ann Carson, *prod. mgr.;* J. B. Fonzo, *cpy. chf.;* E. Nelson Hayes, *publ. dir.*

Media Dept.: I. Gustafson, *space b.*

Walker Saussy Advertising, Inc.

17th fl., Texas Co. Bldg., 1501 Canal St., New Orleans 16, La. Walker Saussy, *pres.;* Dwight W. Ziegelasch, *v.p.;* Joseph C. Shields Jr., *v.p.;* Dorothea Schlesinger, *sec.;* Alvin C. Camus, *treas.;* Donald L. Levy, *prod. mgr.;* Jacob J. Wolf Jr., *art dir.;* Stanley Starr, Wallace J. Dorion Jr., John T. Browne, Jules Robert, *a.e.'s.*

Savage-Lewis, Inc.

1807 Lyndale Ave. S., Minneapolis 5, Minn. Fe 9-7286. Addison Lewis, *chmn;* Erle B. Savage Jr., *pres.;* Robert L. Sturgis, *v.p. & a.e.;* William A. Dobson, *sec. & a.e.;* Margie M. Saunderson, *ass't sec.;* Harvey R. Kruse, *treas. & a.e.;* Judd L. Meester, *cpy. chf.;* Roger Jolicoeur, *prod. mgr.;* John K. Henry, *art dir.;* Don Chemberlin, *rsrch. dir. A. e.'s:* J. A. Quint, Carroll E. Crawford, Robert L. Sturgis.

Media Dept.: Robert L. Sturgis, *dir.*

Wm. Savage & Co.

805 Fountain Square Bldg., Cincinnati 2,

Ohio. Main 1-5351. William Savage, *o.*; Mary Lee Hodge, *sec.*; William J. Favret, *prod. mgr.*; Thomas McDonough, *cpy. chf.*

Frank B. Sawdon, Inc.

60 E. 56th St., N. Y. Plaza 1-2156. Frank B. Sawdon, *pres., treas. & a.e.*; Jerry Bess, *exec. v.p. & a.e.*; Victor Sawdon, *sec.*; Jack Wilcher, *producer, dir. tv & rad.*; Tom Manos, *tv-rad. prod. co-ordinator.*

Media Dept.: James Hackett, *tb.*

Saxe Co.

77 Park Ave., N. Y. 16. Murray Hill 4-0788. Sidney Saxe, *o.*; R. Kahn, *art dir.*; R. Hebel, *prod. mgr.*

R. W. Sayre Co.

612 N. Michigan Ave., Chicago 11, Ill. Superior 7-1159. R. W. Sayre, *pres.*

Ray Sayre Advertising

301 Fifth Ave., Pittsburgh 22, Pa. Court 4666.

Gil Sayward Associates

25 West Broward Blvd., Fort Lauderdale, Fla. Ja 2-2925; 2-5941; 3-1698. Gilbert Sayward, *p. & a.e.*; Elaine P. Sayward, *p., prod. mgr.; a.e.*; Al Erwin, *cpy. chf. & a.e.*; Lee Jeffries, *rsrch. dir.*; Edith Liner, *pub. dir.*; Lucy Connelly, *libr.*; Donald W. Velsey, *a.e.*

Media Dept.: Gilbert Sayward, *b.*

Scantlin & Co.

3300 N. Central Ave., Phoenix, Ariz. Amherst 5-3675, Amherst 6-7298. Venning L. Scantlin, *p.*; Thomas E. Scantlin, *p.*

Claude Schaffner Advertising Agency

65 Trumbull St., New Haven 10, Conn. University 5-1636. Claude Schaffner, *o.*; Marcia J. Schaffner, *acctg. & finance*; Robt. Marshall, *asst.*

Schaler Butler & Associates

1028 Conn. Ave. N.W., Washington 6, D. C. Republic 7-4400. Otto G. J. Schaler, *pres. & pub. dir.*; Jane Kennedy, *exec. ass't*; Gin Goff, *admin. ass't*; Jack Willis, *art dir.*; Elizabeth S. Schaier, *rsrch. dir.*; Dr. Manuel Cordero, *consltnt., Latin Amer. affairs*; Lucille Watson, *libr.*; Dr. Baldhard Falk, *assoc. & consltnt., European affairs*; Nelson B. Bell, *a.e.*

Branch Office:
225 LaFayette St., N. Y. Wo 6-1766. Kenneth Beer, *mgr.*

William Schaller Co., Inc.

1245 Farmington Ave., Hartford 5, Conn. Adams 3-9868. Wm. C. Schaller, *pres. & a.e.*; William T. Goodwin, *v.p. & a.e.*; Elizabeth Schaller, *sec.*; Robert P. Cunningham, *art dir.*; Beverley Bradshaw, *prod. mgr.*; Marylou Dowling, *publ. dir.*; John A. Rodick, *mktg. dir.*; Lawrence Russell, *cat. div. mgr.*; John A. Rodick, *a.e.*

Schank Advertising, Inc.

112 E. 19th St., N. Y. 3. Or 4-5116. Bernard L. Schank, *pres.*; Rita Hirsch, *sec.*; Bill Kemp, Art Seifert, *art dirs.*; Caz Zane, *prod. mgr.*; Ervin Mott, *mdse. dir.*; Mimi Cohen, *publ. dir.*

Media Dept.: Iris Cohen, *space b.*

Scheck Advertising Agency

9 Clinton St., Newark, N. J. Market 2-0480. Julius Scheck, *pres.*; Morris Scheck, *sr. v.p.*; E. Grant Scheck, *v.p.*; Edward L. Bimberg, *rsrch. dir.*; William Andrews.

Scheel Advertising Agency, Inc.

1725 Doan Ave., E., Cleveland 12, Ohio. Glenville 1-4400. C. W. Scheel, *pres.*; Roy Grove, *v.p.*; Ruth Scheel, *sec. & treas.*; M. Lendvay, *prod. mgr.*; Roman Drake, *art dir. A. e.'s:* Roy Gumprecht, Bob Leonelli.

William N. Scheer Advertising Agency

24 Branford Place, Newark 2, N. J. Market 4-1400. Wm. N. Scheer, *o.*; Alfred R. Nathan, *cpy. chf.*; Sidney Weiss, *a.e.*; Max Kerstien, *prod. mgr.*; Joseph Golinko, *art dir.*; Dan Pliskin, *a.e.*

Media Dept.: Sidney Weiss, *b.*

Schenker Co.

2301 Wabansia Ave. W., Chicago 47, Ill. Armitage 6-1600. Sydney R. Raike, *pres. & a.e.*; J. E. Schenker, *v.p. & a.e.*; M. Rickabaugh, *art dir.*; C. D. Domin, *prod. mgr. & a.e.*

Media Dept.: Sydney R. Raike, *dir. & space b.*; C. D. Domin, *space b. & tb.*

Scheideler & Beck, Inc.

485 Park Ave., N. Y. 22. Murray Hill 8-8866. Joseph Scheideler, *pres.*; Joseph Beck, *sr. v.p. & treas.*; Norton Leo, *v.p.*; Lester Rondell, *v.p. & art dir.*; Richard Stevens, *gen. mgr.*; William McKenna, *v.p. & creative dir.*; Eugene Hulshizer, *v.p. & sec.*; Robert Warriner, *v.p.-dir. of rsrch. mdsg.*

Media Dept.: Vera Brennan, *dir. rad. & tv, tb.*; Walter Ware, *dir. tv & rad. prod.*; Marjorie Laneve, *dir. print*; Sally Reynolds, Margaret Hanlon, *tb. tv & rad.*

Charles Schlaifer & Co., Inc.

4 W. 58th St., N. Y. 19. Murray Hill 8-1510. Charles Schlaifer, *pres.*; Christy Wilbert, *v.p. & cpy. chf.*; Evelyn Schlaifer, *v.p. & pub. dir.*; Milton Forman, *prod. mgr. A. e.'s:* Charles Schlaifer, Evelyn Schlaifer, Christy Wilbert, Herbert Joseph.

Media Dept.: Herbert Joseph, *dir.*

Charles A. Schmitt & Associates

230 E. Ohio St., Chicago, Ill. Whitehall 4-7589. Charles A. Schmitt, *o.-mgr.*; M. B. Schmitt, *sec.*

Joseph E. Schmitt Advertising Agency, Inc.

St. Louis 1, Mo. 122 No. Seventh St. Central 0594-5. Joseph E. Schmitt, *pres.*; James E. Weingartner, *v.p.*; A. M. Schmitt, *sec.*; H. C. Erbs, *treas.*

Schnell & Associates

201 N. Wells St., Chicago 6, Ill. Central 6-2003. W. G. Schnell, *o.*; R. Taaffe, *art dir.*; H. Steen, *prod. mgr.*; R. C. Slattery, *a.e.*

Joseph P. Schneider Advertising, Inc.

11 E. 44th St., N. Y. 17. Murray 7-8294. Joseph P. Schneider, *pres.*; Alfreda Walsh, *exec. v.p.*; Philip Nemiroff, *sec.*; William Fraccio, *ass't art dir.*; Mark Barry, *prod. mgr.*

Media Dept.: Margaret Cassidy, *space b.*

Schneider-Stogel Co.

286 Fifth Ave., N. Y. 1. Bryant 9-0668. David Schneider, *p., cpy. & plans*; Philip Stogel, *p. & art dir.*; R. Martin, *prod.*; William D. Lansford, *tv & rad. dir.*; William Gettens, *cpy.*

Schneider Studios, Inc.

1560 Puritan, Detroit 27, Mich.

Harry Schneiderman, Inc.

141 W. Jackson Blvd., Chicago 4, Ill. Webster 9-3924. Harry Schneiderman, *pres.*; George J. Cullinan, *v.p.*; B. K. Schneiderman, sec. & treas.; Bernard Prium, *prod. mgr.*; Dorothy Krueger, *prod. mgr.*; John Kelly, *art dir.*; James O'Toole, *art dir. A. e.'s:* John Morgan, Lee E. Fischer.

Media Dept.: Doris Golow, *rad. tb.*

Michael W. Schoen Co.

215 Fourth Ave., N. Y. 3. Gramercy 5-5233. Michael W. Schoen; H. Leissi, *ass't art dir.*; Frank Abramonte, *ass't prod. mgr.*

Gordon Schonfarber & Associates, Inc.

58 Weybosset St., Providence 3, R. I. Gaspee 1-4813. Gordon Schonfarber Jr., *exec. v.p.*; Russell C. Edwards, *v.p. & prod. mgr.*; John B. Swift, *v.p. & cpy. chf.*; Roger M. Shea, *tv & rad. dir.*; Amanda Olsson, *sec.*; Horace Notte, *art dir.*

Media Dept.: Amanda Olsson, *b.*

Schram Advertising Company

22 W. Madison St., Chicago 2, Ill. Andover 3-6292. Ira P. Weinstein, *pres. & a.e.*; Raymond J. Henning, *v.p.*; Wallace Mason, *sec. & treas.*; Hillard Jasinski, *art dir.*; Lawrence Cohen, *a.e.*; Robert I. Solomon, *cpy. chf.*

Mark Schreiber Advertising

431 W. Colfax, Denver 4, Colo. Alpine 5-2088. Mark Schreiber, *pres.*; Margene B. Schreiber, *v.p.*; Rick B. Schreiber, *v.p.*; C. L. Tune, *prod.*; Warner Leeds, *chf. a.e.*

Media Dept.: Jim Farquhar, *rad.*; Bob Hahn, *tv.*

Schultz & Bailey

1536 S.E. 11th Ave., Portland 14, Oregon. Belmont 4-8066. E. G. Schultz, *pres.*

Walter L. Schump Advertising

1138 Welton St., Denver 4, Colo. Keystone 4-6175. Walter L. Schump, *pres.*

Lou Schurrer Advertising

5205 Hollywood Blvd., Los Angeles 27, Calif. Ho 3-3800.

Schuster & Schuster

2223 Hazelwood St., Saginaw, Mich. Pl 3-9593. G. Glade Schuster, *mgr.*

Schwab & Beatty, Inc.

488 Madison Ave., N. Y. 22. Murray Hill 8-3813. Victor O. Schwab, *pres., cpy. chf. & a.e.*; R. W. Beatty, *v.p., sec. & a.e.*; R. Porter, *v.p. & a.e.*; R. Lehman, *treas.*; A. J. Geyer, *art dir.*; N. C. Wingert, *prod. mgr.*; G. C. Violnate, *cpy. suprv.*; George F. Per-

kins, *tv-rad. dir.*; R. N. Sutherland, *rsrch. dir. & libr. A. e.'s:* J. M. Jenks, H. C. Daych.

Media Dept.: R. W. Beatty, *dir. & space b.*

Branch Office:
38 E. 57th St., N. Y. 22. Plaza 1-1557. G. Perkins, *mgr.*

Harold S. Schwartz & Associates
1227 Loyola Ave., Chicago 26, Ill. Rogers Park 4-1502-3. Harold S. Schwartz, *pres.*; Allen Alpern, *v.p. & prod. mgr.*

Media Dept.: Aileen Burke, *b.*

Branch Office:
905 Bank of America Bldg., San Diego 12, Calif. Rupert Daugherty, *mgr.*

A. D. Schyman Advertising
1210 W. Thorndale Ave., Chicago 40, Ill. Sunnyside 4-6632.

Robert Sconce Advertising
919½ Market St., Tacoma 2, Wash. Broadway 8377. Robert E. Sconce, *o. & personnl. dir.*

Hunter Scott Advertising, Inc.
265 N. Van Ness Ave., Fresno 1, Calif. 3-3283. Hunter Scott, *o. & mgr.*; Charles Findley, *v.p.*; Mary Scott, *treas.*; Bob Voorhees, *art dir.*; Carole Taylor Yates, *prod. mgr.*

Media Dept.: Carole Taylor Yates, *dir.*

Branch Office:
400 Montgomery St., San Francisco, Calif. Sutter 1-2627. Charles Findley, *mgr.*

Scott, Inc.
411 E. Mason St., Milwaukee 2, Wis. Broadway 6-1080. Harry H. Scott, *pres.*; Dr. Robert R. Aurner, *v.p.*; G. R. Hoffman, *sec.*; John A. Reynolds, *a.e.*

Branch Office:
Janesville, Wis. Pleasant 2-4783. Harlan M. Long, *mgr.*

R. Jack Scott, Inc.
814 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-6886. R. J. Scott, *pres. & a.e.*; Leo J. Krakover, *v.p. & creat. dir.*; Robert S. Knapp, *v.p., tv & rad. dir.*; Joseph F. O'Keefe Jr., *v.p., mdsg. dir. & a.e.*; Lucy A. Scott, *sec.*; Harry Heilig, *treas.*; Tomm Harty, *prod. mgr.*; Jack Freeman, *art dir. A. e.'s:* Robert Glenn, Lou Sargent, Joseph Pedott, E. H. Guy, Fred Vosee, E. P. Arlis.

Media Dept.: A. J. Meyers, *dir. & b.*

M. B. Scott
8721 Sunset Blvd., W. Hollywood 46, Calif. Crestview 4-7585. M. B. Scott, *pres.*; Don Otis, *v.p. & rad. dir.*; Lou Holzer, *v.p. & tv dir.*; Victor Mall, *art dir.*; Byron Nieman, *prod. mgr. & cpy. chf. A. e.'s:* Robert M. Smith, Patrick Raymond, William J. Walker, Frederick Vanderhurst.

Media Dept.: Mary Ellen Wheeling, *dir.*

Scott's Agency, Inc.
11 Pemberton Square, Boston 8, Mass. Capitol 7-2425. George L. Stingel, *pres., treas. & rad. dir.*; Edith M. Ripley, *sec.*; James Mohan, *art dir.*

Media Dept.: George L. Stingel, *space b. & tb.*

Scrivener & Co.
Burke Bldg., Rochester 4, N. Y. Baker 0066. Albert Scrivener, *o. & pres.*

Seager Advertising Co.
34 State St., Rochester 14, N. Y. Locust 5462. Milton Seager.

Searcy Advertising Agency
Central Bldg., 530 S.W. 10th, Portland 5, Ore. Capitol 8-6492. Morris L. Searcy, *pres., chmn. bd.*; Mrs. Ruth Hoggard, Nancy Pritchard, *cpy writer & prod.*; Egon Reich, *art dir.*

Seberhagen, Inc.
1601 Chestnut St., Philadelphia 3, Pa. Locust 4-1190. F. H. Seberhager, *pres.*; H. D. Watson, *v.p.*; Wm. J. Nevin, *v.p. & treas.*

J. B. Sebrell Advertising Agency
300 S. Los Angeles St., Los Angeles 31, Calif. Madison 6-9397. J. B. Sebrell, *pres. & a.e.*; Gilbert Martinez, *art dir.*; Dick Porter, *prod. mgr.*; K. Pyle, *cpy. chf.*; P. W. Thomas, Harry Page, *a.e.'s.*

Media Dept.: P. W. Thomas, *dir. & space b.*

Russel M. Seeds Co., Inc.
919 N. Michigan Ave., Chicago 11, Ill. Whitehall 3-2133. Freeman Keyes, *pres.*; Harry H. Maus, *exec. v.p.*; Harry B. Goldsmith Jr., *v.p. & gen. mgr.*; Lee Marshall, *v.p., dir. cpy.*; James Witherell, *v.p., dir. rsrch.*; Lou Place, *v.p., chg. Hollywood. V.p.'s:* A. D. Keyes, Harley B. Hobbs, Daniel W. Foster, Pierre Marshall, Dean Landis, Jesse Livermore, Paul Richey, Fred Willson; E. V. Owen, *sec. & treas.*; Phil Schacherer, *cpy. suprv.*; Russell B. Young, *tv-rad. dir.*; Alan Lee, *dir. flm prod.*; Jerry Bryant, Jack Schuller, *art dir.'s;* Edwin L. Fletcher, *ass't rsrch. dir.*; Jack Popp, *prod. control mgr.*; Barbara Hartman, *ass't prod. control mgr.*; Cornelia Vinton, *ass't prod. control mgr. A. e.'s:* Freeman Keyes, Harry Maus, H. B. Goldsmith Jr., Harley B. Hobbs, James Witherell, Daniel Foster, Dale Mehrhoff, Fred Willson, Pierre F. Marshall, Dean Landis, Maurice B. Silverman, Jess Livermore, Bob Craig, Curt Kendall.

Media Dept.: James Witherell, *dir. Tb.'s:* Merle Myers, Virginia Russett. *Space b.'s:* A. H. Bergsten, Katherine Messick, Frederick Hansen.

Branch Offices:
Columbia Club, Monument Circle, Indianapolis 9, Ind. Paul Richey, *v.p. in chg. & a.e.*
418 S. Robertson Blvd., Los Angeles 48, Calif. Crestview 4-7613. Lou Place, *v.p. in chg.*

Seelig & Co.
707 Market St., St. Louis 1, Mo. Central 1-5767. Leon Seelg, *pres. & a.e.*; R. W. Bickelhaupt, *v.p. & a.e.*; Shirley S. McCool, *sec.*; Joan C. Seelig, *treas.*; Ray Nehmen, *art dir.*

Theodore H. Segall Advertising Agency
544 Market St., San Francisco, Calif. Sutter 1-6557. Theodore H. Segall, *pres.*

Media Dept.: Hazel Hudson, *b.*

Roscoe W. Segar Advertising
2125 N. E. 48th Ave., Portland 13, Ore. At 7-3445. Mrs. Roscoe W. Segar, *o. & rad. dir.*; D. Segar, *sec., treas. & a.e.*; D. D. Fitchard, *art dir.*

Media Dept.: Mrs. Roscoe W. Segar, *space b.*

Frederick Seid-Ralph Cahn Advertising
127 Montgomery St., San Francisco 4, Calif. Garfield 1-0360, Yukon 6-1534. Frederick Seid, *p. & a.e.*; Ralph G. Cahn, *p. & a.e.*; A. Whitsel, *prod. mgr.*

Hal Seidel Advertising
6000 Sunset Blvd., Hollywood 28, Calif. Hollywood 4-0255. H. E. Seidel, *o.*; R. I. Davis, *prod. mgr.*

William G. Seidenbaum & Co.
267 Fifth Ave., Burton Bldg., N. Y. 16. Murray Hill 3-3763. William G. Seidenbaum, *princip. & a.e.*; Henry DeMuth, *art dir.*; Sam Rome, *prod. mgr.*

Media Dept.: Lee Gaynor, *dir.*

S. T. Seidman & Co., Inc.
45 W. 45th St., N. Y. 36. Judson 2-0620. S. T. Seidman, *pres.*; S. Kalei Hohu, *art dir.*; Irving Fisher, *rsrch. dir.*

Ken Seitz & Associates, Inc.
710 N. Plankinton Ave., Milwaukee 3, Wis. Broadway 2-3552. Kenneth H. Seitz, *pres., treas. & a.e.*; Eugene A. Bielawski, *v.p. & prod. mgr.*; H. Donald McClellan, *v.p. & a.e.*; Ronald A. Fiandt, *v.p. & a.e.*; George R. Koebel, *v.p., sec. & a.e.*; S. B. Benton, *cpy. chf.*; Arthur F. Shefchik, *publ. dir. & a.e.*; Loriena E. Warren, *rsrch. dir.*

Media Dept.: H. Donald McClellan, *tb.*

James C. Seix Co.
345 Madison Ave., N. Y. 17. Murray Hill 6-6368. James C. Seix, *pres.*; Jean Zemlowitz, *art & prod. dir.*; Martin Slattery, *rad. dir.*; Alexander Chaskelis, *Spanish cpy. chf.*; Eugenia Bedell, *publ. dir.*; Cornelia van der Linde, *edtrl. ass't.*

Media Dept.: Teri Parker, *dir.*

Selders-Jones-Covington Inc., Advertising Agency
3252 Broadway, Kansas City, Mo. Jefferson 1-5650. David V. Selders, *pres.*; John J. Cain Jr., *v.p.*; Charles R. Eatough; *v.p.*; Albert M. Travis, *v.p.*; Frank F. Robinson, *v.p.*; Georgia O'Daniel, *rad. & tv dir.*

Media Dept.: Geraldine Lay, *dir.*

H. Richard Seller Advertising, Inc.
409 S. W. Stark Street, Portland 4, Ore. Capitol 2-9122. H. Richard Seller, *pres.*

Media Dept.: Mrs. Andy Seller, *dir.*

Selvern Associates
44 E. 19th St., N. Y. Algonquin 4-7491. Ira Bernstein, *mgr.*

Henry Senne Advertising, Inc.
75 E. Wacker Dr., Chicago 1, Ill. Randolph 6-6933. Henry J. Senne, *pres.*; W. H. Alex-

ander, *v.p.;* R. D. Senne, *treas.;* Renee Dunnigan, *prod. mgr.;* Earl Hilland, *art dir.;* Wm. Barth, *tv & rad. A. e.'s:* M. Main, J. Meyers, H. G. Senne.

Irving Serwer Advertising, Inc.

250 W. 57th St., N. Y. 19. Circle 6-2950. Irving Serwer, *pres. & a.e.;* Florence S. Mantel, *sec. & treas.;* Leonard Sacks, *ass't to pres. & a.e.;* Art Kane, *exec. art dir.;* Richard Gertner, Robert Farber, *art dir.'s:* Jack Fain, *prod. mgr.;* Lucille Felsen Burdick, *cpy. chf. & a.e. A. e.'s:* Mildred Fields, Joel Kaplan.

Media Dept.: Beatrice J. Pollack, *dir.*

Setco Advertising Co. (Div. of Sales Engineering & Training Co.)

7263 Lansdown Ave., St. Louis 19, Mo. Sterling 1-8609. Cass J. Lamb, *pres.;* George H. Hennkens, *v.p.;* Wm. E. Bauer, *sec. & treas.*

Severance & Brady, Inc.

Natural Gas Bldg., 601 Bangs Ave., Asbury Park, N. J. Prospect 5-0422. Malcolm Severance, *chmn & pres.;* James P. Brady, *exec. v.p.*

Sewell Advertising Agency, Inc.

203 Cigali Bldg., New Orleans 12, La. Tulane 2251. Granville Sewell, *pres.;* R. J. Caire, *v.p.;* Arthur Radlauer, *v.p.;* Tom Gillen, *v.p.;* E. Leone, *prod. mgr.*

Shackelford Advertising Agency

176 San Fernando Rd., Los Angeles 31, Calif. Capitol 2-0288. I. A. Benner, *bus. mgr.;* I. Shackelford, *treas. & a.e.;* L. Miller, *art dir. & prod. mgr.;* J. H. Shackelford, *cpy. chf. & a.e.;* M. Poulson, *publ. dir.;* M. Stanton, *rsrch. dir. & a.e.*

Media Dept.: J. H. Shackelford, *dir.*

E. W. Shafer & Co.

171 Second St., San Francisco 4, Calif.

Shaffer-Brennan-Margulis Advertising Co.

4 N. Eighth St., St. Louis 1, Mo. Main 1-2579. Sam B. Margulis, *pres., rad. dir. & a.e.;* S. I. Rosenfeld, *v.p. & a.e.;* Malcolm Breckenridge, *prod. mgr.*

Media Dept.: Sam B. Margulis & S. I. Rosenfeld, *b's.*

Shaller-Rubin Company, Inc.

312 Fifth Ave., N. Y. 1. Oxford 5-4680. Milton G. Shaller, *pres.;* Mel Rubin, *sec. & treas.;* Lou Bronzman, *prod. mgr.;* James N. Horne, *art dir.;* Elliot Flaz, *a.e.*

Leonard Shane Agency

6061 Hollywood Blvd., Hollywood 28, Calif. Hollywood 9-2258. Leonard Shane, *pres., tv-rad. dir.;* J. M. Lench, *v.p., prod. mgr.;* Maxim Konecky, *v.p.*

Media Dept.: J. M. Lench, *dir.;* Mrs. Mary Reynolds, *space b.*

Ed Shapiro, Inc.

1612 Market St., Philadelphia 3, Pa. Locust 4-2877. Edward Shapiro, *pres. & a.e.;* Leonard Goldsmith, *v.p. & a.e.;* H. H. Shapiro, *sec. & a.e.;* Edward L. Frater, *treas.;* Jack Garry, *art dir.;* Elinor L. Brown, *a.e.*

Shappe-Wilkes, Inc.

215 Fourth Ave., N. Y. 3. Gramercy 5-5560. Louis Shappe, *pres., rad. dir. & a.e.;* Jesse Edwin Wilkes, *sec., treas. & a.e.;* Morty Martin, *art dir.*

Sharp Advertising Agency

2024 Westlake Ave., Seattle 1, Wash. Seneca 4164. Charles R. Sharp, *pres.;* V. Drucilla Sharp, *v.p. & treas.;* Clara Amburn, *sec.*

Ralph Sharp Advertising, Inc.

736 Lothrop Ave., Detroit 2, Mich. Trinity 3-3350. Ralph W. Sharp, *pres. & a.e.;* West Gillingham, *exec. v.p. & a.e.;* Robert C. Smith, *v.p. & a.e.;* Art Seely, *v.p., cpy. chf., tv-rad. dir. & a.e.;* Ted Boczar, *treas. & personnl. dir.;* Lee Swartz, *libr.;* Jo Gray, *a.e.*

Media Dept.: Art Seely, *tal. b.*

Shattuck, Clifford & McMillan, Inc.

143 Newbury St., Boston 16, Mass. Copley 7-1900. Robert L. McMillan, *pres. & a.e.;* Benjamin Shattuck, *exec. v.p., treas. & a.e.;* J. Nelson Clifford, *v.p. & a.e.;* Donald A. Marsden Jr., *v.p. & a.e.;* Frederick S. Wicks, *v.p. & cpy. chf.;* George Whinnem, *art dir.;* Phylis L. Burlingame, *traff. & prod. mgr.;* Judith Crowley, *ass't to art dir.;* Edward A. Steeves, *a.e.;* Valentine Hollingsworth Jr., *a.e.*

Media Dept.: Eleanor Hoey, *dir.*

Shaw Co.

816 W. 5th St., Los Angeles 17. Mutual 5161. John B. Shaw, *pres. & a.e.;* Ned Jacoby, *art dir.;* John P. Shaw, *prod. mgr.;* Mary M. Cripps, *a.e.*

John W. Shaw Advertising, Inc.

51 E. Superior St., Chicago 11, Ill. Mohawk 4-6323. John W. Shaw, *pres. & treas. V.p.'s & acct. superv's.:* P. L. O. Smith, Norman R. Anderson, Sigmund T. Seaman; Bruce Baldwin, *creat. dir.;* Hath Kemper, *tv-rad. dir.;* William Ballard, *dir. mktg. & rsrch.;* Ralph T. Stewart, *prod. mgr.;* Granville P. Hickman, Frank Westbrook, Lee Teeman, *art dir.'s;* Dorothea Handte, *libr.;* Robert C. Milner, *cont. A.e.'s:* William A. Ries, Edward L. Renno, William C. Pullman, Ray O'Keefe.

Media Dept.: Ann Shaffer, *dir.*

Shaw & Schreiber, Inc.

1420 Walnut St., Philadelphia 2, Pa. Pennypacker 5-8002. Irving L. Shaw, *pres.;* Sydney Schreiber, *sec. & treas.;* Stanley Miller, *art dir.;* Lee Irgang, *prod. mgr.*

Shecter & Levin Advertising Agency

309 Old Town Bank Bldg., Baltimore, Md. Plaza 2-4088. Louis E. Shecter, *p.;* Jack L. Levin, *p.;* Jerry J. Branch, *tv & rad. mgr.;* E. M. Levin, *rsrch.*

Media Dept.: Jack L. Levin, *print;* Louis E. Shecter, *otdr.;* Allen Shuham, *tv & rad.*

Wm. J. Sheets

2013 Fourth Ave., Seattle 1, Wash. J. Wm. Sheets, *prop.*

Charles Sheldon, Inc.

1387 Main St., Springfield 3, Mass. Republic 2-7461. Charles Sheldon, *pres. & treas.;* Margaret Cullen, *v.p. & sec.*

Frederick Sheldon Advertising Associates

175 Fifth Ave., N. Y. 10. Gramercy 7-5393. Frederick A. Schwartz, *co-p., cpy. chf. & a.e.;* Sheldon O. Schwartz, *co-p. & art dir.;* Edward Kislan, *co-art dir., prod. mgr. & a.e.;* Allen M. Schwartz, *creat. dir., co-ordin. & a.e.;* Alan A. Brown, *mktg. & rsrch. dir.;* Jack Wachstein, *tv dir.;* Richard Roffman, *publ. dir. & pub. rel. dir.;* Cyril Kilb, *rad. dir.;* George Dauman, *disply. & point of sls. dir.;* Evelyn Alpert, *sec. & libr.;* Jack Wachstein, *tv dir. A. e.'s:* George Dauman, Sidney Hanfling, William Britton.

Media Dept.: Frederick A. Schwartz, *space b.;* Jack Wachstein, *tb. & tal. b.;* Cyril Kilb, *tb. & tal. b.;* Jack Wachstein, *tal. b.*

Vance Shelhamer Advertising Agency

22 So. Third Ave., Yakima, Wash. Gl 3-0311. Vance Shelhamer, *pres.;* Agnes Priest, *treas.;* Gordon Olson, *prod. dept. A. e.'s:* John Winterringer, Richard Babb.

Media Dept.: Pat Vanderwell, *tv & cpy. chf.;* Margaret Moss, *tb;* Bee Dahl, *tv & rad. cpywriter;* Ethel Stapleton, *tv & rad. cpywriter.*

J. P. Shelley & Associates, Inc.

6399 Wilshire Blvd., Los Angeles 48, Calif. Webster 8-2077. James P. Shelley, *pres. & a.e.;* Joseph M. Shaw, *v.p.;* Simon Miller, *sec. & treas.;* John H. Pugh, *a.e.;* John Farrell, *art dir. & a.e.*

Media Dept.: John H. Pugh, *dir.*

K. C. Shenton Advertising

179 Allyn St., Hartford 3, Conn. Chapel 6-5686. Kenneth C. Shenton, *pres. & a.e.;* William Neurath, *art dir.;* J. C. French, *a.e.;* Matthew B. Cole, *cpy. chf. & prod. mgr.*

J. W. Shepard Co.

185 Church St., New Haven 10, Conn. University 5-3346. Joseph Weinstein, *o. & a.e.*

K. E. Shepard, Inc.

75 East Wacker Drive, Chicago 1, Ill. Andover 3-5966. K. E. Shepard, *pres. & a.e.;* B. F. Homan, *v.p. & a.e.;* D. Grant Disney, *prod. mgr.*

Walker B. Sheriff, Inc.

360 N. Michigan Ave., Chicago 1, Ill. Andover 3-5292. Walker B. Sheriff, *pres., treas. & a.e.;* Mickey Strobel, *v.p. & art dir.;* Claire C. Lannon, *sec.;* Stanley Weiss, *prod. mgr.;* Margaret M. Brewer, *rsrch. dir. & libr.;* H. John Norman, *tv-rad. dir. & a.e.;* Lee R. Brooks, *a.e.*

Media Dept.: Lois Scheuber, *dir.*

Irvin Sherman Company Advertising

5741 McPherson Ave., St. Louis 12, Mo. Parkview 6-0425. Irvin Sherman, *o.*

Shevlo, Inc.

160 E. 38th St., N. Y. 16. Murray Hill 6-4534. Alan Shevlo, *pres. & a.e.;* Rita Shevlo, *v.p., treas. & a.e.;* George Breslow, *art dir.;* John Margeotes, *prod. mgr.;* Bunny

Brower, *cpy. chf. & pub. dir.*
Media Dept.: Patricia Hanley, *dir.*

Shivell-Hall Co., Inc.
501 Fifth Ave., N. Y. 17. Murray Hill 2-9120. Kirk B. Shivell, *pres. & a.e.;* Maybelle F. Hall, *v.p. & a.e.;* Mildred M. Cudipp, *treas.;* James B. Lowe, *art dir.;* Robert Rothschild, *prod. mgr.;* Paul Roth, *tv-rad. dir.*
Media Dept.: Paul Roth, *tb & tal. b.*

Shoaf Advertising Agency
119 Hennepin Ave., Dixon, Ill. 3-1291. L. C. Shoaf Jr., *pres.;* L. C. Shoaf, *v.p.;* J. E. Gillespie, *art dir.;* G. Willard, *prod. mgr.;* J. Long, *cpy. chf.;* R. S. Cottle, *a.e.*
Media Dept.: B. Wassenaar, *dir.*

Shohet-Meyer Advertising
360 S. Broadway, Yonkers 5, N. Y. Yonkers 8-2020-1. Samuel H. Meyer, *o.;* Morris Helfman, *prod. mgr., tv-rad. dir.;* Alvin J. Kietz, *art dir.;* Agnes Minehan, *rsrch. & libr. mgr.*

Raymond A. Sholl & Co.
26 Hampden Road, Upper Darby, Pa. Raymond A. Sholl Sr., *p.;* Raymond A. Sholl Jr., *p. & cpy. chf.;* David B. Montgomery, *art dir.*

Hal Short & Company, Inc.
Rothchild Bldg., Portland, Ore. Capitol 3-3167. Hal E. Short, *pres.;* Mary Margaret Short, *sr. v.p.;* William G. Pyle, *v.p.;* C. W. Altermatt, *v.p.*
Media Dept.: Mary Margaret Short, *exec. in chg., v.p.*

John Shrager, Inc.
2 W. 46th St., N. Y. 36. Judson 6-4562, 4563. Louis B. Shrager, *pres.;* Emily Shrager, *sec.;* John Shrager, *treas. & cpy. chf.;* Owen E. Williams, *mdse. mktg. & sls. prom. A. e.'s:* R. V. Frey, Edna Nightingale, Alfred Stern, J. Porro.

Harry E. Shubart Co.
718 Colorado Bldg., Denver 2, Colo. Ac 2-1616. Carolyn S. Shubart, *pres. & tv-rad. dir. A. e.'s:* John Dornberg, William Huseby, Owen Roberts.
Media Dept.: Ralph Harlow Jr., *space b.*

H. Charles Sieck Ltd.
407 Commercial Center St., Beverly Hills, Calif. Bradshaw 2-6403. H. Charles Sieck, *pres. & treas.;* M. B. Sieck, *v.p.*
Media Dept.: H. Charles Sieck, *space b.*

Harold J. Siesel Co.
216 E. 49th St., N. Y. 17. Plaza 9-6440. Alfred J. Siesel, *pres. & a.e.;* Leonard M. Scherer, *v.p. & cpy. chf.;* Nan Morrison, *v.p., publ. dir. & a.e.;* John T. Cisneros, *treas.;* Helen L. Greene, *assoc. art dir.;* Si Friedman, *art dir.;* Morton Friend, *prod. mgr. A. e.'s:* Ralph Nardella, Sebastian Sisti.
Media Dept.: John T. Cisneros, *dir.*

Edward Sigler Advertising
156 West 44th St., N. Y. 36. Columbus 5-2095. Edward Sigler, *pres. & a.e.;* Mildred Maltz, *sec.;* Philip Sigler, *cpy. chf., rsrch. & pub. dir.;* Hal Katz, *prod. mgr. & art dir.;* Douglas Maltz, *a.e.*
Media Dept.: Edward Sigler, *b.;* Phil Sigler.

Alfred J. Silberstein-Bert Goldsmith, Inc.
16 E. 40 St., N. Y. 16. Oregon 9-3100. Alfred J. Silberstein, *pres.;* Bert Goldsmith, *exec. v.p. & treas.;* Lewis Nemerson, *v.p.;* Harvey A. Robbins, *sec.;* Ruth Karp, *ass't treas.;* Jules A. Blatteis, *prod. mgr. Art dir.'s:* Albert Herman, Burton Linter. *In exec. capacity:* Ruth Avron, Allen E. Braun, Mildred Harrison, Arnold Reisinger, Richard Seidman, Ruth Wilson, Elizabeth Newitt Solomon.
Media Dept.: Joan Pehrson, *dir.*

Carl E. Sillato Advertising Inc.
303 RKO Palace Bldg., Rochester 4, N. Y. Baker 9629. Carl E. Sillato, *mgr.*

Sills & Slesinger
114 East 32 St., N. Y. 16. Murray Hill 9-3363. Irving Slesinger, *o.;* Edward O. Munzio, *art dir.*
Media Dept.: Irving Slesinger, *b.*

Silton Bros., Inc.
131 Clarendon St., Boston 16, Mass. Copley 7-3730. Myron L. Silton, *pres. & a.e.;* Jason N. Silton, *exec. v.p. & a.e.;* Earle W. Hoffman, *v.p., tv-rad. dir. & a.e.;* Andre B. Paquette, *v.p. & art dir.;* Ramon H. Silton, *treas. & a.e.;* Ruth B. Comerford, *ass't treas. & personnl. dir.;* Selma Wolfson, *rsrch. dir.;* J. Lawrence Arnold, *mktg. serv. dir.;* Joseph Robinson, *prod. mgr.;* Irving W. Lande, Harold Gilcman, *a.e.'s.*
Media Dept.: Marie Kachinski, *space b. & tb;* Ramon H. Silton, *dir.*

Silver & Co. Printers Corp.
209 W. 38th St., N. Y. 18. Wis. 7-4337. Arthur Way Silver, *pres.*

Charles Silver & Company
737 N. Michigan Ave., Chicago 11, Ill. Superior 7-6625. Charles Silver, *p. & a.e.;* B. R. Solomon, *p. & a.e.;* Allan S. Becker, *p. & a.e.*

Silver & Douce Co., Inc.
1316-18 Brown Marx Bldg., Birmingham 3, Alabama. Al 1-1191. Ralph R. Silver, *pres.;* Helen Silver, *v.p., sec. & treas.;* Max Heldman, *art dir.*
Media Dept.: Ralph R. Silver, *b.*

Paul Silver Advertising Inc.
506 Munsey Bldg., Baltimore 2, Md. Plaza 2-2142. Paul R. Silver, *pres.*

Simmonds & Simmonds of Missouri, Inc.
611 Olive St., St. Louis 1, Mo. Chestnut 1-1162. Sherwin L. Tobias, *pres. & a.e.;* A. S. Cale, *v.p. & a.e.;* George X. Tobias, *sec. & treas.*

Simmons Advertising Agency
211 S. 4th, Grand Forks, N. Dak. 2-1001. E. E. Simmons, *chmn bd.;* S. D. Simmons, *sr. v.p.;* M. F. Frey, *v.p.;* Carl Emmerick, *v.p.*
Media Dept.: M. Frey, *exec. in chg.*

Simon Co.
1606 E. Burnside, Portland 14, Ore. Vermont 2128. John D. Simon, *o. & a.e.;* Carl Gohs, *prod. mgr.;* Lloyd Allen, *art dir. A. e.'s:* O. R. Hartwig Jr., Jack Swenson.

Douglas D. Simon Advertising, Inc.
280 Madison Ave., N. Y. 16. Lexington 2-7873. Douglas D. Simon, *pres., sec. & treas.;* Charles Sandak, *v.p. & a.e.;* Carolyn Glass, *v.p. & a.e.;* Gene Federico, *art dir.;* Sidney Jerome, *prod. mgr. A. e.'s:* Carolyn Glass, David Biberman.
Media Dept.: Sidney Jerome, *space b.*

Simon & Gwynn
3329 Poplar Ave., Memphis 11, Tenn. 62-1691. Milton Simon, *p. & a.e.;* H. N. Gwynn, *p. & a.e.;* Carlos E. Gordon, *art & prod. mgr.;* Hazel Mooney, *traff. dir. A. e.'s:* Dallas Nelson, W. E. Davidson Jr., C. P. Cochran.

H. K. Simon Advertising
48 Fifth Ave., Pelham, N. Y. Pelham 8-1387. Hubert K. Simon, *o.;* William L. Ryan, *art dir.*

Mina Lee Simon Advertising Agency
175 Tremont St., Boston 11, Mass. Hancock 6-4170. Mina Lee Simon, *pres., prod. mgr. & a.e.;* Val Wilander, *art dir.;* Alice D. Kaplan, *cpy. chf. & a.e.;* Polly Maloy, *a.e.*
Media Dept.: Alice D. Kaplan, *space b.*

Simonds, Payson Co., Inc.
53 Exchange Pl., Portland, Me. Spruce 3-7284. Charles L. Whittier, *chmn;* John G. Simonds, *pres. & a.e.;* Frederick C. Hitchcock, *v.p.;* Rufus H. Jones, *v.p. & a.e.;* James L. Tabor, *v.p. & a.e.;* L. Norton Payson, *treas. & a.e.;* John S. Handcock, *art dir.;* Roy F. Gerrior, *prod. mgr.;* Thomas D. Chellis, *tv-rad. dir. & a.e.;* Hartley C. Baxter II, *a.e.*

Simons-Michelson Co.
1126 Lafayette Bldg., Detroit, Mich. Woodward 3-3000. Leonard N. Simons, *co-p.;* Lawrence J. Michelson, *co-p.;* George J. Hill, *tv & rad. dir. A. e.'s:* Arthur Copeland, Adele Hager, Richard Hughes, Josh Sarosohn, Sam Rubin.
Media Dept.: *Tbs.:* Arthur Copeland, Adele Hager, Richard Hughes, Josh Sarosohn, Sam Rubin.

Warner P. Simpson
140 Cedar St., N. Y. 6. Rector 2-4225. J. K. Sinclaire, *chmn bd.;* E. R. Hudson, *pres.;* E. J. Benson, *v.p. & prod. mgr.*
Financial advertising only.

Raymond L. Sines & Assoc.
291 Geary St.-on-Union-Square, San Francisco 2, Calif. Sutter 1-8137-8-9. Raymond L. Sines, *o.*

David Singer Advertising
101 W. 55th St., N. Y. 19. Plaza 7-1967. David Singer, *pres.;* Paul Lenett, *v.p.;* Arthur Delor, *art dir.;* Elaine Forin, *prod. mgr.;* Shelley Good, *cpy. chf. & publ. dir.*
Media Dept.: Paul Lenett, *dir.*

Leonard M. Sive & Associates, Inc.
712 Broadway, Cincinnati 2, Ohio. Garfield 1-3000. L. M. Sive, *pres.;* Robert G. Grannen, *v.p.;* V. E. Dwyer, *art dir.*
Media Dept.: Patricia L. Mackzum, *space b.*

R. J. Skala Co.
608 S. Dearborn St., Chicago 5, Ill. Wa 2-1972. R. J. Skala, *pres.*

Hal Slans Advertising
1170 Broadway, N. Y. 1. Murray Hill 6-3383. Hal Slans, *p.;* Beatrice Slans, *p.;* Jack Goldstein, *cpy. chf.;* Martin Tully, *art dir.*
Media Dept.: Debra Slans, *dir.*

Slauf Advertising Agency
549 W. Randolph St., Chicago 6, Ill. Franklin 2-4275. Frank J. Slauf, *o.*

Slayton-Racine, Inc.
515 Madison Ave., Toledo 4, Ohio. Cherry 8-3345. W. Lee Slayton Jr., *pres.,* John L. Racine, *sr. v.p.;* Joseph C. Peters, *v.p.;* James Robison, *sec.*
Media Dept.: Alice Heyman, *dir.*

William J. Small Agency, Inc.
216 Tremont St., Boston 16, Mass. Liberty 2-8992. Wm. J. Small, *pres., treas., cpy. chf. & a.e.;* Esta Cohen, *sec.;* Benjamin Black, *art dir.;* Mary Lou Finley, *prod. mgr.;* Lee Blum, *publ. & rsrch. dir.;* Robert H. DeMinico, *a.e.*
Media Dept.: Lee Blum, *dir.*

Small & Gautreaux
327-22 St., Oakland, Calif. Templebar 2-6320. Hal A. Small, *co-p.;* Dalton J. Gautreaux, *co-p.;* Tyler Brooke, *prod. mgr.;* Jack Kray, *art dir.;* T. Davis, *printg. mgr.*
Media Dept.: Vera Mason, *dir.*

Paul Smallen Advertising
56 W. 45th St., N. Y. 36. Oxford 7-1645. Paul Smallen, *o. & a.e.;* George Warren Delaney, *art dir.;* Harold Weinberger, *cpy. chf. & a.e.*

Smalley, Levitt & Smith, Inc.
643 S. Olive St., Los Angeles 14, Calif. Mutual 5336. Jack Smalley, *pres. & a.e.;* Charles Levitt, *v.p., treas. & a.e.;* Edwin Brandt, *sec. & a.e.;* Robert F. Leeper, *art & prod. mgr.;* Angle Rennels, *personnl. dir.*
Media Dept.: Helen Smith, *space b. & tb.*

Allen C. Smith Advertising Co.
20 West 9th St., Kansas City 6, Mo. Ha 1-7438. Allen C. Smith, *pres.;* H. Keller.

Allen R. Smith Advertising Agency
P.O. Lock Box 44, Woodsboro, Md. Winewood 5-4182 (Walkersville Exchange). Allen R. Smith Sr., *o.;* Allen R. Smith Jr., *acct. mgr.*

Ben Smith Advertising, Inc.
347 Madison Ave., N. Y. 17. Murray Hill 3-2534. Ben Smith, *pres. & treas.;* Rubye M. Smith, *exec. v.p. & sec.*

Smith, Benson & McClure, Inc.
8 S. Michigan Ave., Chicago 3, Ill. State 2-1931. R. Lloyd Smith, *pres., treas.;* Horace W. O'Connor, *v.p. & cpy. chf.;* Virginia Fairchild, *ass't treas.;* George Farrell, *art dir.*
Media Dept.: John G. Schroeder, *dir.*

Brad Wright Smith Advertising, Inc.
1900 Euclid Bldg., Cleveland 15, Ohio. Main 1-6490. Bradford W. Smith, *pres. & treas.;* Jack Engel, *v.p.;* G. H. Franchally, *sec. & prod. mgr.;* R. W. Bandelow, *art dir.*

Clyde H. Smith Advertising Co.
Box 734, Excelsior Springs, Mo. Clyde H. Smith, *o.*

Frederick Smith Advertising Agency
14 Elm St., Morristown, N. J. Je 8-4311. Frederick A. Smith, *pres., prod. mgr., art dir. & a.e.;* Dwight C. Lang, *v.p., cpy. chf. rsrch. dir. & a.e.;* Marjory J. Smith, *sec. & treas.*
Media Dept.: Frederick A. Smith, *b.*

Smith & Ganz, Inc.
6642 Sunset Blvd., Hollywood 28, Calif. Hollywood 9-8234. Charles B. Ganz, *pres. & a.e.;* Gladys M. Yatko, *sec. & treas.;* Richard T. Parker, *prod. mgr., cpy. chf. & a.e.;* Jeff Clark, *a.e.*
Media Dept.: Jeff Clark, *dir.*

Gordon Smith Advertising Service
Liberty Bldg., Yakima, Wash. 6334. K. Gordon Smith, *p., personnl. dir. & a.e.;* Dee S. Clement, *p., art dir., prod. mgr. & a.e.;* Mary White, *cpy. chf.;* Mrs. Mrytle Eddy, *libr.*
Media Dept.: Orpha Jaquish, *tb;* Dee S. Clement, *dir. & tal. b.*

Hagel, Smith & Knudsen, Inc.
30 E. 60th St., N. Y. 22. Plaza 9-7613. Raymond C. Hagel, *pres.;* William Knudsen, *exec. v.p.;* George Tassian, *art dir.;* John Wamser, *prod. mgr.;* George H. Copeland, *publ. dir.*
Media Dept.: Cynthia Lawrence, *space b. & tb.*

Harold R. Smith Agency
1922 S. 9th St., Sheboygan, Wis. Gl 2-9619. Harold R. Smith, *pres.;* Mrs. Marcia Meyer, *art dir.;* Erma K. Smith, *cpy. chf.*

Joseph Smith Advertising
44 Church St., Burlington, Vt. Burlington 2-2891. Joseph Smith, *pres. & a.e.;* Donald Boutilier, *art dir.;* Jane Hickey, *cpy. chf.;* John Whalen, *rsrch. dir. & a.e.;* George Smith, *a.e.*
Media Dept.: George Smith, *space b.*

Martin L. Smith & Co., Inc.
420 Madison Ave., N. Y. 17. Plaza 9-5656. Martin L. Smith, *pres. & a.e.;* Stanley B. Weiner, *v.p., sec. & a.e.;* Gerald Charm, *art dir.;* Ted Wolfe, *art coordin.;* Harold Franklin, *prod. mgr.;* Murray L. Klein, *cpy. chf.;* Dorothy H. Fink, *a.e.*

Oliver F. Smith Advertising
420 Market St., San Francisco 11, Calif. Sutter 1-6647. Oliver F. Smith, *o.*

Ralph W. Smith Advertising Agency
722 Chestnut St., St. Louis 1, Mo. Chestnut 1-0698. Ralph W. Smith, *pres.;* Marie Heitz, *prod. mgr.*

Shirley D. Smith & Associates
638 Sterick Bldg., Memphis 3, Tenn. Shirley D. Smith, *o.*

Smith, Taylor & Jenkins, Inc.
223 Fourth Ave., Pittsburgh 22, Pa. Atlantic 1-9312. Robert M. Jenkins, *chmn bd.;* Ronald P. Taylor, *pres.;* Lee M. Dillon, *sr. v.p. V.p.'s:* Robert E. Quaid, Jules A. Petrencs, Edwin V. Hudson; W. C. Sutherland.
Media Dept.: Thomas J. MacWilliams, *tv dir.;* Charles Lindgren, *assoc. tv dir.;* William D. Morrissey, *superv. tv dept.*

T. Tyler Smith Advertising & Merchandising
343 So. New Hampshire Ave., Los Angeles 5, Calif. Dunkirk 7-5519. T. Tyler Smith, *o.*

W. J. Smith Co.
Martin Brown Bldg., Louisville 2, Ky. Jackson 2163. W. J. Smith, *pres., treas., prod. mgr. & a.e.;* G. B. Smith, *v.p. & sec.;* George Vezolles, *art dir.;* H. D. Peltier, *cpy. chf. & a.e.;* I. M. Diebold, *rad. dir.;* P. M. Shaughnessy, *a.e.*
Media Dept.: H. D. Peltier, *dir.*

Smith & William Advertising Division of Fred Smith & Co., Inc.
588 5th Ave., N. Y. 36. Judson 2-0590. Fred Smith, *pres. & a.e.;* Carl O. Gustafson, *v.p. & a.e.;* H. R. Williams, *v.p. & a.e.;* Catherine H. Smith, *v.p.;* John Ciampi, *art dir.;* George Bennett, *prod. mgr.;* Dallas Binning, *a.e.*

C. N. Snead Advertising Agency
612 Third St. S.W., Roanoke 16, Va. 4-6609. C. N. Snead, *o.;* Elaine Patsel Oyler, *sec.;* Gordon S. Hunter, *art dir.;* H. T. McKendree, *compt.;* James Martin, *artist and prod. ass't.*

A. M. Sneider & Co.
527 Fifth Ave., N. Y. 17. Murray Hill 2-2662. Abram M. Sneider, *pres. & a.e.;* Howard J. Diehl, *art dir.;* Elizabeth Ferguson, *prod. mgr.;* Barbara J. Kone, *cpy. chf.;* Marvin D. Richwald, *a.e.*

Cory Snow, Inc.
655 Beacon St., Boston 15, Mass. Kenmore 6-2171. Cory Snow, *pres., treas. & a.e.;* Malcolm C. Choate, *v.p. & rsrch. dir.;* Morgan Campbell, *prod. mgr.;* Cory Snow, *a.e.*
Media Dept.: Malcolm C. Choate, *dir.*

Walter B. Snow & Staff, Inc.
Statler Bldg., Boston 16, Mass. Liberty 2-0357. Harold Bugbee, *pres.;* Carl K. Freyer, *v.p.;* Harold Pyne, *v.p.;* John Messina, *prod. mgr.*

Robert Solby Co.
90 Riverside Dr., N. Y. 24. Susquehanna

7-0740. Robert Solby, *pres. & a.e.;* Evelyn Solby, *administ.-ass't;* Ralph Goode, *art dir.;* B. Hanson, *a.e.*

Sommers-Davis, Inc.
136 So. 17th St., Philadelphia, Pa. Rittenhouse 6-9307. Howard G. Sommers, *pres.;* Alan H. Sommers, *v.p. & sec.*

Ted Sommers, Inc.
115 Main St., Bridgeport, Conn. Edison 6-3528. Theodore H. Sommers, *pres., treas. & a.e.;* J. B. Vickers, *v.p., cpy. chf. & a.e.;* Dwight F. Fanton, *sec.;* David W. Mills, *art dir. & prod. mgr.;* A. Robert Porter, *a.e.*

Harold E. Sommons Advertising
818 Walnut St., Allentown, Pa. Allentown 3-3269. Harold E. Sommons, *prop.*

Son De Regger Advertising Agency, Inc.
1020 Locust St., Des Moines 9, Iowa. 3-3185. Les Son De Regger, *pres., treas. & a.e.;* A. H. Son De Regger, *sec.;* D. D. Neal, *art dir.;* J. P. Daniels, *prod. mgr.;* W. E. Juhre, *cpy. chf. A. e.'s:* Fred D. Carl, C. A. Hagerman, Gus Strauss.
Media Dept.: Les Son De Regger, *space b. & tb.*

Hal Sonenberg Agency, Inc.
12054 Ft. St. W., Wyandotte, Mich. Av 5-0880. Harold Sonenberg, *pres.;* Joseph Petrick, *v.p.;* Mary E. Magee, *sec. & treas.*

Sorensen Advertising Company
430 N. Michigan Ave., Chicago 11, Ill. Delaware 7-5030. R. A. Sorensen, *p. & a.e.;* W. D. MacCourt, *prod. mgr. & art dir.;* John H. Bull, *a.e.*
Media Dept.: Dorothy C. Samer, *b.*

Southeastern Advertising Agency
444 Whitaker St., Savannah 5, Ga. 2-0084. *Princip s:* Beatrice M. Williams, John O. Ellington Jr.; John L. Williams Jr., Vin Whitson, *art dir.'s.*

Southern Advertising Agency
432 West Short St., Lexington, Ky. 4-0511. W. J. Mastin, *o.;* Laura Bushnell, *sec.;* Thomas V. Hogell, *prod. mgr.;* Coburn Morgan, *art dir.*

Southernads Advertising Agency
205 Stafford Pl. Arcade, Greensboro, N. C. 8510. William R. Carroll, *o. & art dir.;* Grace H. Carroll.

Southwest Advertising Agency, Inc.
504 N. 13th St., Waco, Tex. 4-5501. Mrs. L. B. Glasgow, *pres.;* Ray Hicks, *v.p.;* M. B. Jones, *sec.;* Jack Fortenberry, *art dir.;* Alvan G. Campbell, *tv dir.*

Edward J. Spahn Co.
Fincastle Bldg., 305 W. Broadway, Louisville 2, Ky. Clay 4012.

Sparrow Advertising Agency, Inc.
Farley Bldg., Birmingham 3, Ala. Paoli A. Smith, *pres.;* J. Martin Smith, *exec. & rad. dir.*

Spaulding, Way & Kelly Advertising
141 Sico St., Rochester 4, N. Y. James B. Spaulding, *pres.;* Elmer E. Way, *treas.;* Louis G. Kelly, *v.p.*

C. Jerry Spaulding, Inc.
201 Commercial St., Worcester 8, Mass. Pleasant 3-4789. C. Jerry Spaulding, *pres., treas.;* H. H. Hartwell, *sec.;* Harvey Ball, *art dir.;* Charles P. Rice, *prod. mgr.;* Robert F. Hayward, *a.e.*
Media Dept.: Theresa Kalahian, *dir.;* C. Jerry Spaulding, *space b.*

Irwin Spear
216 Tremont St., Boston 16, Mass. Hubbard 2-1454.

Martin K. Speckter Associates
32 Broadway, N. Y. 4. Bowling Green 9-3438. Martin K. Speckter, *sr. p.*

Raymond Spector Co.
445 Park Ave., N. Y. 22. Murray Hill 8-4407. Raymond Spector, *pres.*
Media Dept.: Richard A. Blaine, *dir.*

Speed & Co., Inc.
101 E. Redwood St., Baltimore 2, Md. Mulberry 5-1817-1818. Fletcher B. Speed Jr., *pres.;* Robert W. Simpson, *v.p.;* (Miss) Anne M. Engers, *sec. & treas.;* Richard L. Sands, *a.e.*
Media Dept.: Anne M. Engers, *b. print. & tb tv & rad.*

Gordon Speedie Advertising
22 Harvard Ave., West Medford 56, Mass. Mission 3-3548. Gordon Speedie, *pres.;* Natalie Burnett, *art dir.*

Speer Advertising Agency
2223 South Olive St., Los Angeles 7, Calif. Richmond 7-9626. James K. Speer, *o. & a.e.;* Richard Thompson, *tv & rad. dir. & a.e.;* Hunter Torgerson, *cpy. chf.;* Fred Dalton, *art dir.*
Media Dept.: Richard Thompson, *b.*

E. L. Speer Advertising Agency
4610 Washington Ave., Racine, Wis. Me 7-1281. Edward L. Speer, *prop., prod. mgr.;* Richard Jensen, *art dir.;* John R. Little, *cpy. chf.;* Mrs. L. Nelson, *publ. dir.*
Media Dept.: Edward L. Speer, *space b.*

Sperry-Boom, Inc.
Union Arcade Bldg., Davenport, Iowa. 7-5201. R. V. Boom, *pres., treas. & a.e.;* Jane Sperry Boom, *v.p., tv & rad. dir.;* Sam A. Preston, *v.p. & a.e.;* A. E. O'Brien, *sec.;* Neil E. Dunnigan, *art dir.*

E. J. Sperry, J. Bakery Advertising
244 E. Pearson St., Chicago 11, Ill. Superior 7-7470. E. J. Sperry, *cpy. chf., personnl. dir.;* Jerry Saxon, *tv-rad. dir.;* Mary Louise Newberry, *rsrch. dir.;* Winifred Small, *libr.*
Media Dept.: E. J. Sperry, *dir., space b. & tb.*
Branch Office:
24 W. Ohio St., Chicago 11, Ill. M. L. Newberry, *mgr.*

Spielman Advertising Agency
120 E. Washington, Santa Ana, Calif. Kimberly 7-4131. George H. Spielman.

Franklin Spier, Inc.
232 Madison Ave., N. Y. 16. Oregon 9-4441. Franklin Spier, *pres., treas. & a.e.;* George H. Lovitt, *v.p. & a.e.;* Mary J. Shipley, *sec. & a.e.;* Stuart Harris, *cpy. chf. & a.e.;* Stanley Aaron, *prod. & traff. mgr.;* Barbara Buell Brown, *a.e.*
Media Dept.: Herman Sloane, *mgr.*

Rolfe C. Spinning, Inc.
5057 Woodward Ave., Detroit 2, Mich. Temple 1-0531-2. Rolfe C. Spinning, *pres.;* Wm. H. Spinning, *v.p. & treas.;* D. LaCharite, *sec.;* Justin Sutton, *a.e.*

Spitz Advertising Agency, Inc.
530 Oak St., Syracuse 3, N. Y. 5-5581. William Spitz, *pres.* Harry J. Accurso, *tv-rad. dir.*
Media Dept.: Harry H. Accurso, *tb.*

Frederick A. Spolane Company
Ridgefield, Conn. Idlewood 8-2340. Frederick A. Spolane, *a.e.;* Evelyn C. Richey, *art dir.;* L. Lawrence Richey, *prod. mgr.*
Media Dept.: Frederick A. Spolane, *exec. in chg., b.*

Spooner & Kriegel
157 W. 57th St., N. Y. 19. Philip Kriegel, *p., cpy. chf. & a.e.;* W. B. Spooner III, *p. & a.e.;* Robert Kriegel, *p. & a.e.;* L. P. Hale, *prod. mgr.*

William J. Springfield Advertising
1104 Main St., 208 Commercial Bldg., Dallas 2, Tex. William J. Springfield, *o.*

Andrew J. Squires
23 E. 26th St., N. Y. 10. Murray Hill 3-2636-7. J. Andrew Squires, *pres. & a.e.;* Robert Parker, *art dir. & prod. mgr.;* H. B. Fischer, *a.e.*
Media Dept.: H. B. Fischer, *dir.*

Staake & Schoonmaker Co.
808 Kalamazoo Bldg., Kalamazoo, Mich. Fireside 3-1678. Carl B. Schoonmaker, *o. & a.e.;* Laura Andrus, *sec.;* Edgar H. Moss, *prod. mgr. & a.e.;* Marie Mawson, *ass't prod. mgr.;* Byron A. Williams, *a.e.*

H. M. Stahl Advertising Agency
410 Cleveland Bldg., Rock Island, Ill. 6-1431. H. M. Stahl, *o., mgr. & a.e.;* B. A. Hofer, *sec.;* Chris Zajic, *art dir.;* K. J. Francis, *tv & rad. dir.;* Dick Walker, *a.e.*
Media Dept.: B. A. Hofer, *b.*

Staley Advertising Agency, Inc.
6801 S. Calhoun St., Ft. Wayne, Ind. Kenmore 2119. Raymond W. Staley, *pres.;* Paul R. Staley, *v.p.*
Media Dept.: Raymond W. Staley, *space b.*

Standard Advertising Corp.
718 W. Pike St., Clarksburg, W. Va. 4-6408-9. L. E. McWhorter, *pres. & treas.;* Keith Hufford, *sec.;* Chas. Lynn, *art dir.;* K. J. Nuzum, *cpy. chf.*
Media Dept.: L. E. McWhorter, *tb.*

Standard National Advertising Agency, Inc.
1100 Westlake Ave. N., Seattle 9, Wash. Alder 8515. Richard D. Whiting, *pres.;* L. Bruce Sims, *v.p.;* Louise Whiting, *sec. & treas.*

Stanley Advertising Agency
835 Tatnall St., Wilmington 1, Del. Olympia 5-2368. Stanley A. Damiecki, *a.e., o. & art dir.;* Richard E. Hardesty, *prod. mgr. & a.e.*

Stanley Associates
2351 Vestal, Los Angeles 26, Calif. Hollywood 2-7654, Normandy 2-5282. P. M. Morris, *chmn., cpy. chf.;* Bob Morris, *pres., treas., tv & rad. dir.;* L. R. Morris, *v.p.;* Stanley Ehinger, *art dir. & prod. mgr.*
Media Dept.: P. M. Morris, *dir. & space b.;* Bob Morris, *tb.*

Stanley-Guerin Co.
1440 Broadway, N. Y. 18. Wisconsin 7-0855. Harold S. Guerin, *pres. & a.e.;* James J. Collins, *prod. mgr.;* Marc Dorian, *art dir.;* Florence J. Boden, *cpy. chf., publ. dir. & a.e.*
Media Dept.: Leonard Young, *dir. & space b.*

Staples & Associates, Inc.
1207 Grand Ave., Kansas City 6, Mo. Grand 1-7516. Laurance S. Staples, *pres. & treas.;* Robert S. Staples, *v.p. & creat. dir.*

Staples Advertising, Inc.
Speed Bldg., Louisville 2, Ky. Wabash 3245. G. M. Staples, *chmn of bd.;* G. M. Staples, *pres.;* Alfred B. McCreary, *v.p.-sec.;* D. A. Sachs III, *v.p-treas.*
Media Dept.: Alfred B. McCreary, *tb;* D. A. Sachs III, and G. M. Staples, *b.'s. print.*

Staples & Staples
2119 Hanover Ave., Richmond 20, Va. 6-2739. Mrs. Henry Lee Staples, *pres.*

Staples & Travis, Inc.
1207 Grand Ave., Kansas City 6, Mo. Grand 1-7516. Laurance S. Staples, *pres. & treas.;* Albert M. Travis, *exec. v.p.;* Robert V. Boushahla, *v.p.;* Charles B. Blackmar, *sec.*

Fred J. Stauffer Advertising
141 E. Market St., York, Pa. 7603. Fred J. Stauffer, *o. & mgr.;* Barbara Plowman, *sec.*

Barton A. Stebbins Advertising
3142 Wilshire Blvd., Los Angeles 5, Calif. Dunkirk 8-8131. Barton A. Stebbins, *o.*
Media Dept.: A. W. Gudelman, *dir.*

Hal Stebbins, Inc.
714 W. Olympic Blvd., Los Angeles 15, Calif. Prospect 5317. Hal Stebbins, *pres.;* Robert F. Laws, *v.p.;* Paul Winans, *v.p.;* Edna P. Ackerman, *sec. & treas.*

Stedfeld & Byrne, Inc.
1526 Wooster Rd., Rock River 16, Ohio. Edison 1-8642. Harold L. Stedfeld, *pres. & treas.;* G. S. Brummet, *sec.;* Gordon E. Weir, *a.e.*

Paul J. Steffen Company
201 N. Wells St., Chicago 6, Ill. Randolph 6-9077. Paul J. Steffen, *pres., treas. & a.e.;* William J. Hennig, *v.p. & cpy. chf., rsrch. dir., publ. dir. & a.e.;* Susan Klazura, *sec.;* Duane C. Rice, *art dir.*
Media Dept.: W. P. Jones, *b.*

Clem J. Steigmeyer Advertising
259 Central Bldg., Fort Wayne, Ind. Anthony 1230. Clem J. Steigmeyer, *pres.;* John F. Steigmeyer, *a.e.*

Stein Advertising Agency
1111 Nicollet Ave., Minneapolis 3, Minn. Fe 9-6977. Newton H. Stein, *o.;* Bert Cunnington, *prod. mgr.;* Margaret Terho, *space b.*

Lawrence S. Stein & Associates
32 W. Randolph St., Chicago 1, Ill. An 3-1977.

Leonard Stein Advertising
555 Madison Ave., N. Y. 2. Plaza 8-1885. Leonard Stein, *o.;* Irving Paderewski, *art dir.;* Patricia Sullivan, *cpy. chf.*

Steiner Towers Dobrin Kaus, Inc.
221 W. 57th St., N. Y. 19. Circle 6-0912. Jack Steiner, *pres.;* F. Bickford Kaus, *v.p. & mdse. dir.;* Harry Dobrin, *treas. & prod. mgr.;* Jack Lipton, *art dir.;* S. Mulford Blazer, *compt.*
Media Dept.: Leo Steiner, *dir.*

Leoda Steinheimer Advertising
2182 Railway Exchange Bldg., St. Louis 1, Mo. Chestnut 1-4054. Leoda Steinheimer, *o.;* Mary E. Denton, *prod. mgr.;* Mrs. Wm. Gavin, *art dir.*

Steller, Millar & Lester, Inc.
2700 West 3rd St., Los Angeles 57, Calif. Dunkirk 7-5377. H. V. Millar, *chmn bd., sec., treas. & prod. mgr.;* Robert F. Millar, *pres., tv & rad. dir. & a.e.;* M. Millar, *exec. v.p.;* Ric Von Kleist, *cpy. chf.;* Margaret Force, *publ. dir.;* George Stanley, *art dir.;* Hal O. Knutson, *a.e. & tv & rad.*
Media Dept.: Robert F. Millar, *b.;* Frances Moody, *b.*

Brad Stephens & Co.
581 Boylston St., Boston 16, Mass. Commonwealth 6-6138. Brad Stephens, *o.;* Marion F. Perry, *sec.;* Eunice A. Stephens, *treas.*

Stepien, Carr Advertising, Inc.
2108 Payne Ave., Cleveland 14, Ohio. Superior 1-4511. Theodore J. Stepien, *pres. & a.e.;* Jerry Carr, *v.p., cpy. chf., tv-rad. dir. & a.e.;* Mary Jane Jusek, *sec. & treas.;* John W. Collister, *art dir.;* Betty Ann Macartney, *publ. & prod. mgr.*
Media Dept.: Theodore J. Stepien, *space b.*

Sterling Advertising Agency, Inc.
535 Fifth Ave. Murray Hill 7-3400. Saul M. Broun, *chmn bd. & pres.;* Harold Strauss, *v.p. & a.e.;* Stanley Goodman, *v.p.;* Herbert J. Goldsmith, *treas.;* Morton S. Sirota, *compt.;* Robert Bellamy, *art dir.;* Harry Fleischmann, *prod. mgr.;* Dena Justin, *cpy. chf.;* Alfred B. Udow, *rsrch dir.;* Nancy Meyler, *lib. A. e.'s:* Edith Marshall. Gertrude Neuren, Milton Hermanson, Howard Shaw, Leslie Normandin.
Media Dept.: Alfred B. Udow, *dir., space b., tb. & tal. b.*

Sternfield-Godley, Inc.
280 Broadway, N. Y. 7. Barclay 7-3030-1-2. Samuel I. Godley, *pres. & a.e.;* Philip Scheft, *v.p. & a.e.;* Samuel S. Sternfield, *treas. & a.e.;* Frances C. Costello, *sec.;* Bernard Kleinman, *prod. mgr.*

Stern-Gabriel, Inc.
420 Boylston St., Boston 16, Mass. Copley 7-0363. Gabriel M. Stern, *pres.;* Herbert S. Stern, *v.p. & a.e.;* Alan J. Stern, *mgr. industr. div. & a.e.;* Joseph Keeffe, *art dir.;* Wayne Stadler, *prod. mgr.;* Marion Mitchell, *fash. dir.;* Marie Nazarro, *cpy. chf.;* Thelma Schwartz, *compt. A. e.'s:* Ruby Newman, Marie Nazzaro, Harold Appleton, Edwin H. Goodman.
Media Dept.: Betty M. Wilton, *b.;* Ina Axelrod, *tb.*

Nelson Stern Advertising
2108 Payne Ave., Cleveland 14, Ohio. Tower 1-5255. Nelson Stern, *pres.;* Bruce Stern, *a.e.;* William Lunte, *art dir.;* Deanne Weiss, *prod. mgr.*

Stevens Advertising, Inc.
39 E. 20th St., N. Y. 3. Or 4-5599. Marcella Tanner, *pres. & a.e.*

Stevens-Davis Co.
600 W. Jackson Blvd., Chicago 6, Ill. State 2-6014. H. L. Lynn, *mng. p.;* R. C. Montgomery, *p. & gen. sls mgr.;* C. G. Davis, *p., prod. mgr. & cpy. chf.;* C. J. Raft, *assoc. mgr.;* Paul Breitbarth, *art dir.*

Fred D. Stevens Advertising
14 Devereux St., Utica 2, N. Y. 5-0339. Fred D. Stevens, *o.*

Hermon W. Stevens Agency, Inc.
9 Newbury St., Boston 16, Mass. Copley 7-2757. M. L. Tyler, *pres. & treas.;* Frank S. Christian, *v.p.;* Edwin B. Tyler, *v.p. & sec.;* C. M. Bucklin, Ellen Stillman, Robert E. Bousquet, *v.p.'s;* Ida E. Scott, *ass't treas.;* C. M. Freeman, *art dir.;* Thomas F. Eccleston, *prod. mgr.;* Peggy Bailey, *cpy. chf.;* Anna M. Tyler, *libr.;* S. J. Crupi, *tv-rad. dir.*
Media Dept.: S. J. Crupi, *dir., space b. & tb.;* Hazel Elkington, *space b. & tb.*
Branch Office:
East Wolfeboro, N. H. 503-M. A. M. Tyler, *mgr.*

Stevens, Inc.
Assn. of Commerce Bldg., Grand Rapids 2, Mich. Gl 9-8175. Joe Stevens Jr., *pres. & treas.;* John C. Stevens, *v.p.;* C. Van Dam, *sec.*

Jewell F. Stevens Co.
28 E. Jackson Blvd., Chicago 4, Ill. Wabash

2-7941. Jewell F. Stevens, *pres., treas. & a.e.;* Wilson Brown, *v.p., rad. dir. & a.e.;* P. G. Stevens, *sec.;* H. J. Albus, *cpy. chf. & a.e.*

Stuart Stevens Advertising

Box 1158, Studio City, Calif. Stuart M. Stevens, *o.;* Tom Dewey, *cpy. chf.;* Frank Benton, *art dir.*

James A. Stewart Co.

Rosslyn Rd., Carnegie, Pa. Walnut 1-4112. James A. Stewart, *pres., rsrch. dir. & a.e.;* George B. Stewart, *sec., treas. & prod. mgr.;* Earl W. France, *art dir. & a.e.;* Harold B. Stark, *tv dir. & a.e.*

Media Dept.: Martha Jurchner, *space b.*

J. L. Stewart Agency

1901 No. 75th Ave., Elmwood Park 35, Ill. Gladstone 3-7174. J. L. Stewart, *principl. & a.e.;* Ralph Frey, *art dir.;* Laura H. Stewart, *mgr. & a.e.;* L. Vogel, *prod. mgr.*

Media Dept.: M. L. Holland, *space b.*

Stewart-Taylor Co.

326 W. Michigan St., Duluth 2, Minn. Randolph 2-4421. A. W. Taylor, *pres., treas. & a.e.;* I. F. Peterson, *v.p.;* L. E. Marvin, *v.p. & a.e.;* A. W. Taylor Jr., *sec. & a.e.;* Gilbert Good, *a.e.*

Stiller, Rouse, Berggren & Hunt

250 S. LaCienega Blvd., Beverly Hills, Calif. Bradshaw 2-7835. George Stiller, *p. & a.e.;* Arthur Rouse, *p. & a.e.;* Richard Berggren, *p. & a.e.;* Donald Hunt, *p. & art dir.;* Richard Barrett, *rad. dir. & a.e.;* Vern Partlow, *publ. dir.;* Nora Lee Sleight, *libr. A. e.'s:* Robert Halff, Fred Ingalls, Zula Ferguson.

Media Dept.: Selma Stiller, *dir. & space b.*

Glee R. Stocker & Associates

721 Olive St., St. Louis 1, Mo. Central 1-0742. Glee R. Stocker, *o. & a.e.;* R. E. Sczesniak, *art dir. & prod. mgr.;* Wm. H. Mullgardt, *tv & rad. dir., a.e.;* W. R. Cady Jr., *publ. dir. & a.e.*

Media Dept.: A. B. Corkins, *b.;* Glee R. Stocker, *tb.*

The Stockinger Company

St. Cloud National Bank Bldg., St. Cloud, Minn. Blackburn 1-2140. Edward L. Stockinger, *pres.;* Arthur G. Blaske, *rsrch. dir.*

Media Dept.: John J. Dominik, *dir.*

Stockwell & Marcuse

Industrial Bank Bldg., Detroit 26, Mich. Woodward 1-4484. W. H. Stockwell, *p.;* Philip R. Marcuse, *p.;* J. C. Chandlee, *prod. mgr. & art dir.;* E. G. Frank, *cpy. chf.;* Donald R. Hodgins, *tv-rad. dir.*

Media Dept.: W. H. Stockwell, *tb;* Philip R. Marcuse, *space b.*

Stoetzel & Associates, Inc.

307 N. Michigan Ave., Chicago 1, Ill. State 2-8927. H. W. Stoetzel, *pres.;* G. Norman Kirchner, *sr. v.p.;* Ralph Rozema, *v.p.;* R. Neville, *v.p.;* Leona Murphy, *rsrch. dir.*

Media Dept.: Leona Murphy, *tb & space b.*

Stone-Heffner-Cook, Inc.

Insurance Bldg., Richmond 19, Va. 2-2855. Edward Stone Jr., *pres.;* F. Temple Cook, *v.p.;* Marvin K. Heffner, *sec. & treas.*

Sid Stone Advertising, Inc.

212 W. Wisconsin Ave., Milwaukee 3, Wisc. Broadway 2-1708. Sid Stone, *pres. & treas.;* Shannah Stone, *v.p.;* Edgar C. Goethel, *art dir.;* V. E. Short, *prod. mgr.*

Media Dept.: Audrey Anderson, *dir.*

Stone-Stevens, Inc.

818 Gravier St., New Orleans 12, La. Magnolia 1684. Roger T. Stone, *pres. & a.e.;* Lawrence H. Stevens, *exec. v.p. & a.e.;* Helion Dickson Jr., *v.p. & a.e.;* Maxyne Stroisch, *sec. treas.;* Jimmie E. O'Neal, *prod. mgr.;* H. E. Pritchard, *a.e.*

Media Dept.: Maxyne Stroisch *b.*

Storm Advertising Co., Inc.

72 East Ave., Rochester 4, N. Y. Baker 9140, 9149. Morry Storm, *pres., treas., cpy. chf. & a.e.;* Jean E. Schantz, *exec. v.p., tv-rad. dir. & a.e.;* Vincent Marcone, *v.p. & art dir.;* Janet Thomas, *off. mgr.;* Norman Ludlow, *prod. mgr. & a.e.*

Media Dept.: Morry Storm, *dir. & space b.;* Jean E. Schantz, *tb & tal. b.;* Norman Ludlow, *space b.*

John Stover Advertising Agency

4416 N. High St., Columbus 14, Ohio. Ki 1201. John Stover, *pres.;* Virgie Camp, *sec.;* Wm. Evans Jr., *art dir.*

Stral Advertising Company

56 East Walton Place, Chicago 11, Ill. Whitehall 4-0690. *A. e.'s:* Harold M. Stral, Laurence A. Kaufman.

Strand, Moore & Strand, Inc.

124 N. Dearborn Ave., Kankakee, Ill. 2-6719. James M. Strand, *pres., prod. mgr.;* Wilburn A. Moore, *v.p. & art dir.;* Frank L. Strand, *sec.-treas.;* M. J. Hatting, *cpy. chf.;* J. A. Thompson, *publ. dir. A. e.'s:* Robertlee Holley, Frank M. McGivern.

Media Dept.: Frank L. Strand, *dir.*

Edward A. Stratman Advertising

5905 Pacific Blvd., Huntington Park, Calif. Ludlow 9-1928.

Strauchen & McKim Advertising

6 East 4th St., Cincinnati 2, Ohio. Main 1618-9. Edmund R. Strauchen, *sr. p. & a.e.;* John V. Quackenbush, *jr. p. & a.e.;* J. Short, *prod. mgr.;* Thomas G. Lohre, *art dir.;* H. Leed, *tv & rad. dir.*

Media Dept.: Betty J. Morgan, *dir.*

J. M. Straus & Co. Advertising

422 S. Western Ave., Los Angeles 5, Calif. Dunkirk 3-5072. Jack M. Straus, *pres. & m. dir.*

Strauss Associates

1831 Chestnut St., Philadelphia 2, Pa. Rittenhouse 6-8395. Adolph Strauss, *o.*

Street & Finney, Inc.

45 West 45th St., N. Y. 36. Circle 6-1700. H. J. Finney, *pres.;* Helen A. Thomas, *v.p.;* F. S. Park, *sec.;* Robert Finney, *gen. mgr. & a.e.;* Fred Hellar, *treas. prod. mgr.;* Howard Miller, *rad. dir.;* E. Jensen, *rsrch. dir.;* Lyman B. Cooper, *creative dir. A. e.'s:* W. E. Faxon, W. G. Johnston, *ass't gen. mgr.* Donald G. Gill; Donald M. Gannett, *dir. of traff., ass't sec.*

Media Dept.: Helen A. Thomas, *rad. tb;* M. C. Larrick, *space b.*

Stromberger, LaVene, McKenzie

600 S. Lafayette Park Pl., Los Angeles 57, Calif. Dunkirk 5-2211. Theodore L. Stromberger, *pres.;* Don McKenzie, *v.p. & treas.;* Norval LaVene, *v.p. & sec.;* J. J. Franz Jr., *art dir.;* Walter S. Berk, *prod. mgr.;* Harmon O. Nelson, *tv-rad. dir.;* Henry C. Hinke, *bus. mgr.;* Ray Connors, *pub. rel. dir. A. e.'s:* A. Hays Busch, Peter Hemp, Don Holm, Frank Howe, Jack Leener, Frank McKibbin, Robert McMahan, Catherine Nesburn, John Parkinson, William Plant, Tom Shea Jr., Charles Wilmarth.

Media Dept.: George Anthony, *dir.*

Strouse & Company Advertising

130 W. Hamilton St., Baltimore 1, Md. Saratoga 7-7226. Samuel S. Strouse, *o.;* Anna D. McFaul, *chg. m.*

Alexander Strull Advertising

Box 593, Merrick, L. I., N. Y. Circle 7-8177, Freeport 8-5428. Alexander Strull, *o. & a.e.;* Sylvia Hoffman, *art dir. & prod. mgr.;* Pearl Fernbach, *cpy. chf., publ. dir. & a.e.;* Sylvia Hoffman, *art dir. & prod. mgr.;* Arthur Lincoln, *a.e.*

Stubbs & Montgomery, Inc.

167 E. Ontario St., Chicago 11, Ill. Whitehall 4-5455. Maid Marion Montgomery, *pres., treas. & a.e.;* Raymond J. Staggers, *v.p.;* Mary V. McMullen, *sec.;* Marion Phelan, *prod. mgr.;* Jean Diehl, *art dir.;* Katharine M. Fansler, *a.e.*

Media Dept.: Maid Marion Montgomery, *dir. & b.*

The Studio

911 E. Empire St., Bloomington, Ill. 5-2675. Robert W. Popelka, *o.;* Lyle E. King, *art dir.*

Sturges & Associates

1407 Industrial Rd., San Carlos, Calif. Lytell 3-8071. Paul Sturges, *o.;* R. Neptune, *v.p. A. e.'s:* H. Schuler, W. Downing, F. Haylock; Jane Cooney, *prod. mgr.;* J. Biederman, *art dir.*

Media Dept.: Helen Grace, *dir.*

Miles H. Sucher Advertising

460 Market Street, Williamsport, Pa. 2-1309. Miles H. Sucher, *o.*

Media Dept.: Arlene Hickoff, *exec. in chg. & space b.*

Sudler Advertising

9538 Brighton Way, Beverly Hills, Calif. Bradshaw 2-3438. Culbreth Sudler, *pres.;* Hal E. Law, *sec. & treas.*

Sudler & Hennessey, Inc.

130 E. 59th St., N. Y. 22. Plaza 1-1250. Arthur E. Sudler, *chmn bd. & pres.;* Matthew J. Hennessey, *exec. v.p. & treas.;* Lorenzo Arranz, *v.p., dir. plans & cpy.;* Herbert F. Lubalin, *v.p. & exec. art dir.;* Paul B. Robinson, *v.p.;* James McMahon, *sec. & compt.;* Michael Sintal, *prod. mgr.;*

David A. Bryce, M.D., *tech. dir.;* Alfred Golden, *M.D., F.A.C.P. tech. consult. A. e.'s:* James Collette, Stuart Williams.

Media Dept.: Dorothy R. Ruddy, *dir.*

Suedhoff & Co.

925 Gettel Bldg., Ft. Wayne 2, Ind. Anthony 6368. C. J. Suedhoff, *pres. & treas.;* O. Ferber, *sec.*

Daniel F. Sullivan Co., Inc.

216 Tremont St., Boston 16, Mass. Hancock 6-7643-4-5. Daniel F. Sullivan, *pres.;* William H. Sullivan, *treas.;* Robert N. Sullivan, *sls. dir.;* J. J. McCabe, *art dir. & prod. mgr.;* Walter K. Munroe, *cpy. chf.;* William L. McMorrow, *publ. dir. A. e.'s:* L. P. Atherton, R. N. Sullivan, John D. Mitchell, Donald McNeil, E. B. O'Keefe, Michael Shamon.

Media Dept.: William H. Sullivan, *space b.*

Sullivan, Stauffer, Colwell & Bayles, Inc.

477 Madison Ave., N. Y. 22. Murray Hill 8-1600. Raymond F. Sullivan, *pres. V.p.'s:* Donald D. Stauffer, S. Heagen Bayles, John P. Cohane, T. Newton Weatherby, Lloyd W. Baillie, Ralph Smith, Abbott K. Spencer, William M. Spire, Luther H. Wood, Mary A. Ayres, Joseph P. Hardie, Barrett F. Welch, Herbert A. Vitriol, Horace Hagedorn, Philip H. Cohen, Robert Ballin, Joseph Leopold, Maitland Jones, Ida S. Raisbeck, Daniel J. O'Meara, Robert West, Francis Minehan, George H. Frey.

Media Dept.: Francis Minehan, *dir. Assoc. m. dir.'s:* John G. Kelleher, Walter J. Bowe, Bertrand Wagner. *Tb.'s:* Vera Brennan, Donald Hirsch, Stephen M. Suren, John Canning, Ira Gonsier, Thomas J. O'Dea. *Space b.'s:* William J. Watts, Mary E. Geoghegan. *Ass't tb.'s:* Frederick Spruytenburg, William F. Abrams.

Branch Office:
6253 Hollywood Blvd., Hollywood 28, Calif. Hollywood 4-2119. John J. Van Nostrand, *v.p.*

Thomas R. Sundheim Advertising Agency

1541 Sansom St., Philadelphia, Pa. Locust 4-3722. Thomas R. Sundheim, *o.;* Richard J. Jacobson, *art dir.;* Elizabeth Turner, *prod. mgr.;* James Cavella, *cpy. chf.;* Diana Chiarelli, *libr.;* Neal Blank, *a.e.*

Superior Advertising Agency

7530 N. Sheridan, Chicago 26, Ill. Ro 1-1892. D. D. Guinaugh, *pres.;* H. T. Covington, *v.p.;* C. H. Hansen, *sec. & treas.*

Media Dept.: C. H. Hansen, *dir.*

Superior Advertising, Inc.

Ft. Wayne Bank Bldg., Ft. Wayne 2, Ind. Anthony 6131. John Shoaff, *pres.;* Richard Baird, *sec. & treas.;* Arthur W. Parry, *adv. mgr.;* Charles W. Klinger, *prod. mgr.*

Sussman & Sugar, Inc.

24 W. 40th St., N. Y. 18. Longacre 3-4470. Aaron Sussman, *pres. & a.e.;* Samuel Sugar, *sec., treas., art dir. & a.e.;* Seymour Wagner, *ass't treas.;* Jack Gelbert, *prod. mgr.;* Gigi Gottlieb, *rsrch. dir. A. e.'s:* Melvin Fauer, Edward Nash.

Media Dept.: Hilda Spirito, *space b. & tb.*

Sutherland-Abbott

581 Boylston St., Boston 16, Mass. Copley 7-8600. K. R. Sutherland, *p. & a.e.;* Paul M. Abbott, *p. & a.e.;* D. B. Bowman, *art dir.;* G. W. McGowan, *prod. mgr. A. e.'s:* J. H. Squier, J. A. Keary, J. S. La Tucky, R. W. Reynolds, F. L. Keller, T. R. Covey, D. D. Douglass, J. G. Kasten, G. P. Foster, C. E. Brown, H. C. Clark.

Media Dept.: D. G. Valz, *dir.*

Svolos Advertising Service

525 Marshall St., Shreveport, La. 3-1475. Conni Svolos, *o.-mgr.*

Swafford & Co. Advertising

307 S. Robertson Blvd., Beverly Hills, Calif. Bradshaw 2-2781. Charles K. Swafford, *pres.;* Sherman G. Mulle, *v.p. & sec.;* Murray C. Swafford, *v.p. & treas.;* Melvin C. Waldie, *v.p. & art dir.*

Wayne S. Swanson Advertising

313 E. 40 St., N. Y. 16. Lexington 2-4947. Wayne Swanson, *prop.*

Henry H. Swartz

731 Carson, Long Beach 7, Calif. 701, 483.

Sweeney & James Co.

1501 Euclid Ave., Cleveland 15, Ohio. Main 1-7142. Virginia Burrell, *p.;* Marian S. Sweeney, *p.;* J. E. Sorrell, *p. & a.e.*

G. F. Sweet & Co., Inc.

10 Allyn Street, Hartford 3, Conn. Jackson 5-3411. G. Frank Sweet, *pres. & a.e.;* James C. Brown, *v.p. & a.e.;* B. E. Burrell, *v.p. & a.e.;* John H. Reid, *sec.;* Margaret M. Farrell, *treas.;* Shirley J. Barall, *cpy. chf.;* Charles Ognibene, *prod. mgr.;* William R. Morrison, *art dir.*

Howard Swink Advertising Agency, Inc.

372 E. Center St., Marion, Ohio. Marion 2-2174. Howard Swink, *pres. & a.e.;* Don Yoder, *v.p., art & prod.;* Paul Kohler, *v.p. & a.e.;* James McNoldy, *cpy. dir. A. e.'s:* Gene Poling, Jack Lord, Marion Burton.

Syers-Pickle & Winn

204 West 16th, Austin, Texas. Greenwood 2-7226. W. E. Syers, *pres.;* J. J. Pickle, *sr. v.p.;* Windy Winn, *sr. v.p.;* J. Bonner McLane, *exec. v.p.;* E. J. Potter, *v.p.*

Media Dept.: Bob Peck, *dir. mag.;* Bill Morrow, *dir. tv & tb;* Windy Winn, *art dir. otdr.;* Ro Ordway, *tb.*

Branch Office:
902 Professional Bldg., Waco, Texas. 3-8384.
Media Dept.: John Greene, *dir., b. mag.;* Dave Taylor, *art dir.*

Sykes Advertising, Inc.

617 Wm. Penn. Pl., Pittsburgh 19, Pa. Grant 1-6120. Edward H. Sykes, *chmn of bd.;* Milnor Roberts, *pres.;* Richard W. Cooper, *sr. v.p.;* Thomas E. Morgan, *v.p.*

Media Dept.: Milnor Roberts, *a.e., b. all;* Richard W. Cooper, *a.e., b. all;* Thomas E. Morgan, *a.e., b. indus.;* Edw. H. Sykes Jr., *a.e., b. all.*

Symonds, MacKenzie & Co., Inc.

407 S. Dearborn St., Chicago 5, Ill. Wabash 2-8056. Merrill Symonds, *chmn bd.;* Frank R. Campbell Jr. *pres.;* Frank L. Butz Jr., *v.p.;* Harold R. Drimilla, *v.p.;* Russell R. Miller, *sec. & treas. & hd. art dir.;* Frank P. Dean, *prod. & traff. mgr.;* Jack G. Jackson, *a.e.*

Media Dept.: Frank L. Butz Jr., *v.p., tb tv & rad.*

TAA, Inc.

132 E. 72nd St., N. Y. 21. Regent 7-8061. Melvin Rubin, *pres.;* Albert Drohlich, *sec., treas., a.e. & dir. agcy.;* David Block, *art dir. & prod. mgr.;* Leon Meadow, *cpy. chf.*

Media Dept.: Albert Drohlich, *dir., space b., tal. b.;* Roland Gallman, *space b.*

Taggart & Young, Inc.

7364 Beverly Blvd., Los Angeles 36, Calif. Webster 3-8108. Douglas R. Young, *pres.;* H. P. Young, *v.p.;* Ruth Hazen, *sec. & treas.;* J. A. Lewis, *sec.;* E. Beck, *art dir. & prod. mgr.;* Ray Lewis, *tv-rad. dir.*

Media Dept.: Ray Lewis, *tb.*

Tally Embry Advertising Agency

458 Pan American Bank Bldg., Miami, Fla. Franklin 1-3621. Talton H. Embry, *o.;* Henry Smith, *a.e.*

Media Dept.: Talton H. Embry, *rad. tb.;* George Henry Smith, *tv tb.*

Tom Talley Advertising, Inc.

Schmidt Bldg., Cincinnati 2, Ohio. Main 1-1660. Thomas M. Talley, *pres. & a.e.;* Thomas M. Birch, *treas. & a.e.;* Larry J. Deutenberg, *v.p. & art dir.;* Jack C. Baehner, *sec. & prod. mgr.*

William G. Tannhaeuser Co., Inc.

714 W. Wisconsin Ave., Milwaukee 3, Wis. Da 8-7555. W. G. Tannhaeuser, *pres. & a.e.;* P. A. Tannhaeuser, *sec.;* Edw. Warner, *art dir.;* Florence Beccard, *prod. mgr.;* Jack Harris, *cpy. chf.;* James Jeffords, *tv & rad. dir.;* Thomas Kaufmann, *pub. rels. dir.;* Joan Jensen, *libr. A. e.'s:* James Jeffords, Thomas Kaufmann.

Tannley Advertising Agency, Inc.

215 W. Washington St., Monticello, Ill. 3561. Lewis Tanner, *pres.;* Irene Hill, *sec.;* E. E. Hurst, *prod. mgr.*

Tarler & Skinner, Inc.

216 Tremont St., Boston 16, Mass. Hancock 6-1277. Samuel Ross, *pres. & a.e.;* Jane Skinner, *sec.;* Walter G. Skinner, *treas., art dir. & a.e.;* John Casato, *prod. mgr.*

Media Dept.: Camille Santoro, *dir.*

Tatham-Laird, Inc.

64 E. Jackson Blvd., Chicago 4, Ill. Harrison 7-3700. Arthur E. Tatham, *chmn bd.;* J. Kenneth Laird Jr., *pres.;* Harold C. Jensen, *treas.;* Fred Winter, *ass't treas.;* Elton F. Hascall Jr., *administ. dir.;* Mary Kyak, *sec.;* John H. Jameson, *cpy. chf.;* Dan Ryan, *dir. tv & rad.;* Michael J. O'Connor, *mdsg. dir.;* Fred Tamke, *publ. dir.;* Eldon Rohrsen, *prod. mgr.;* Dr. Don Kanter, *creat. rsrch. dir. A. supervs.:* Herb Daniels, James Fitzmorris, R. F. Linder, Malcolm Lund, V. T. Mertz, G. R. Standen, D. G. Watrous. *A. e.'s:* M. H. Astrin, Currie Brewer, Philip L.

Corper, E. J. Garvy, J. W. Gill, W. J. McEdwards, Guy Mercer, George Norris, J. P. Perry, Robert Ross, G. E. Schaefer, Paul Schlesinger, R. J. Urban. *Mdsg. mgrs:* William Aiston, Carl Bovard, Thomas Casey, Arthur Cruttenden, Howard Gorman, William Leary.

Media Dept.: George A. Bolas, *dir.;* George F. Stanton, *ass't dir. Supervs.:* Roy A. Boyer, John Singleton, Jack Ragel. *Print mgrs.:* Philip Core, Annette Malpede, Sheila Sullivan. *Bdcst. mgrs.:* Harold Bennett, Donald Grasse, Mary Rodger, Leone Lemberg, John Deacon.

Branch Offices:
595 Madison Ave., N. Y. 22. Plaza 3-7057. H. Lawrence Holcomb, William C. Vance.
1680 Vine, Hollywood 38, Calif. Hollywood 1-9228. William N. Burch, *mgr.*

George S. Taube Associates
433 Main St., Stamford, Conn. Fireside 8-7151. George S. Taube, *pres. & a.e.;* Harold Novis, *v.p., art dir. & prod. mgr.;* Mildred Yarmus, *sec.;* Ray R. Cable, *cpy. chf. & a.e.*

Samuel Taubman & Co.
1831 Chestnut St., Philadelphia 3, Pa. Lo 4-0792. Samuel Taubman, *o.;* Wyman Gould, *cpy. chf.;* M. Taylor, *rad. dir.;* P. Krim, *art dir.*

Media Dept.: Samuel Taubman, *space b.*

Frank M. Taylor Advertising
620-21 Massey Bldg., Birmingham, Ala. Alpine 1-0141. Frank M. Taylor, *o.*

Taylor & Greenough Co.
20-30 Beaver Rd., Wethersfield, Conn. Jackson 9-3378. F. M. Taylor, *chmn bd.;* William R. Greenough, *pres.*

James C. Taylor Jr., Advertising
120 S. Court St., Ottumwa, Ia. Murray 4-4054. James C. Taylor Jr., *o.*

Taylor-Norsworthy, Inc.
820 N. Harwood St., Dallas 1, Tex. Prospect 7773. J. B. Taylor, *pres.;* T. W. Norsworthy, *exec. v.p.;* Millard H. Almon, *tv & rad. dir.;* Martha McClain, *prod. mgr.*

Media Dept.: Mrs. Helen Barham, *dir.*

Taylor-Pearson, Inc.
1127 Wilshire Blvd., Los Angeles, Calif. Harry P. Taylor, *pres.;* Warren A. Pearson, *v.p.;* Mildred K. Pearson, *sec.;* Charles K. Pearson, *treas.*

Media Dept.: Charles K. Pearson, *dir.*

Ray Taylor & Associates
633 Huron Rd., Cleveland 13, Ohio. Main 1-4288. Ray L. Taylor, *pres. & treas.;* Richard L. Taylor, *v.p.;* E. A. Schmieg, *sec.*

Tech Adgency, Inc.
1004 E. Jefferson Ave., Detroit 7, Mich. Woodward 2-7367-8. M. M. Winthrop, *cpy. chf., tv, rad. & pub. rels. dir. & a.e.;* T. V. Lo Cicero, *v.p.;* V. L. Marcinak, *sec., treas. & a.e.;* H. W. Strandhagen, *art dir.;* J. H. Gould, *publ. dir.*

Media Dept.: V. L. Marcinak, *dir. & space b.;* M. M. Winthrop, *tb.;* B. Herschbach, *tb.*

Telesales Co.
350 Fifth Ave., N. Y. 1. Lackawanna 4-1150. Robert L. Zimler, *pres.;* Dorothy Wagman, *tv prod. mgr.;* Norman B. Yarmis, *cont. A. e.'s:* William Miller, Jean Petrick.

Tempo, Inc.
251 E. Grand Ave., Chicago 11, Ill. Delaware 7-3934. Walter B. Wentzel, *pres.;* Thomas Wainwright, *v.p. & a.e.;* Taylor Poore, *sec. & a.e.;* Lester Lantz, *v.p. & art dir.;* John J. Poister, *superv.;* Richard P. Frisbie, *cpy. chf.;* Dorothy Schultz, *prod. mgr.;* Maurice Fisher, *tv dir. & a.e.;* Hilda Fitz-Hugh, *rsrch. dir. & libr. A. e.'s:* Bart Farrell, Tom Neuberger, Irvin Henoch.

Media Dept.: Dee Malmsten, *dir.*

H. H. Teplitz Advertising Agency
185 N. Wabash Ave., Chicago 1, Ill. Randolph 6-2413. Henry H. Teplitz, *o.*

Thatcher Advertising
4903 Delmar Blvd., St. Louis 8, Mo. Garfield 6888. Roland E. Thatcher, *pres., treas. & prod. mgr.;* Lyman Link, *v.p.;* R. Forder Buckley, *sec.;* James Blair, *art dir.*

Thoma & Gill
505 Main St., East Orange, N. J. Or 2-7944. Charles G. Thoma, *p.;* Arthur W. Gill, *p.;* M. Palmieri, *prod. mgr.;* E. J. Estep, *art dir.*

Thomas & Delehanty, Inc.
119 W. 57th St., N. Y. 19. Circle 6-6543. Wilbur L. Thomas, *pres. & a.e.;* George F. Reid, *sec.;* C. Vitaliano, *treas. & prod. mgr.;* Lawrence H. Douglas, *a.e.*

Media Dept.: C. Vitaliano, *b.*

Gerald F. Thomas Advertising
411 Patterson Bldg., Fresno, Calif. AM 4-5071. George L. Thomas, Harry H. Burum.

Media Dept. Alberta Duvall, *dir. & tb.*

J. Walter Thompson Co.
420 Lexington Ave., N. Y. 17. Murray Hill 3-2000. Stanley Resor, *chmn bd. V. chmn:* Henry C. Flower Jr., Samuel W. Meek; Norman H. Strouse, *pres.;* Howard Kohl, *v.p. & sec.;* Edward G. Wilson, *v.p. & gen. cnsl. V.p.'s:* Stever Aubrey, Robert H. Black, Arthur T. Blomquist, Joseph E. Boyle, Everett C. Bradley, Harry J. Deines, Robert E. Dennison Jr., S. Kelsey Denton, John F. Devine, Samuel B. Dobbs, Margaret King Eddy, Wallace W. Elton, Eli Gordon, Edward B. Graham, Maurice F. Hanson, Howard Henderson, Henry R. Herrmann, Kennett W. Hinks, C. Maurice Holland, Thayer Jaccaci, Arno H. Johnson, Henry C. L. Johnson, John J. Kirn, Garrit A. Lydecker, Standish C. Marsh, Thomas G. Mason, Robert E. McDonald, H. Bart McHugh Jr., Ezra A. McIntosh, William N. McKamy, William C. McKeehan Jr., John Monsarrat, John H. Morse, Philip F. Mygatt, Thomas F. O'Grady, Arthur A. Porter, Lucile Platt Reaves, Vergil D. Reed, William Resor, Charles A. Rheinstrom, Edmund C. Rice, Edward N. Robinson Jr., John Russo, O'Neill Ryan Jr., Dan Seymour, Edmund J. Smith, Lewis F. Snyder, Frank B. Stephenson, Joseph Stone, Winfield Taylor, Edward F. Thomas, Ruth F. Waldo, Samuel P. Walker, Shirley F. Woodell, William Fiske Wright, William Pelton Wright Jr.; L. O. Lemon, *treas.;* Walter C. Meincke, *ass't sec. & ass't treas.;* Robert F. White, *ass't sec. & ass't treas. Ass't treas.:* Paul R. Albright, Kathryn Gaughan, William L. Nusbaum; Dan Seymour, *tv & rad. dir.;* H. Bart McHugh, *assoc. tv-rad. dir.;* John F. Devine, *tv-rad. adminst. Tv grp. hd.s* Robert E. Buchanan, Storrs Haynes, Al Morrison.

Media Dept.: Arthur Porter, *dir. Assoc. dirs.:* Alvin Dreyer, Jack Green, Richard P. Jones, James Luce, Gerry Vernon, Anne Wright. *Bdcst. & station rels. superv.:* Ruth Jones. *Tbs.:* Polly Allen, Marie Barbato, Joe Barker, Richard Branigan, Paul Campbell, Gordon Dewart, Gil Erikson, Tom Glynn, Ed Green, Robert Hadley, James Horning, Richard Joseph, Mario Kircher, Michael LaTerre, Frank Marshall, Peg McAulay, Ronald Powers, Allan Sacks, Sam Scott, Jayne Shannon, John Sisk, Nancy Smith, Dorothy Thornton, Beverly Turner, Harold Veltman, Richard Vorce; Carroll Hudders, *rsrch.;* Lucian Chimeme, *bdcsting anlyst.;* Marian Dyar, *dept. mgr.*

Branch Offices:
410 N. Michigan Ave., Chicago, Ill. Mohawk 4-6700. George C. Reeves, *v.p.;* John E. Mosman, *tv & rad. mgr.*
Media Dept.: John de Bevec, *dir.*

535 Griswold St., Detroit, Mich. Woodward 2-8890. John L. McQuigg, *pres.;* Donald Thorburn, *v.p., tv-rad. a. superv.;* W. Eldon Hazard, *tv-rad. represent.*

6399 Wilshire Blvd., Los Angeles, Hollywood, Calif. Webster 3-7201. Cornwell Jackson, *v.p.;* Stanley Quinn, *v.p., prod. superv.;* William Wilgus, *v.p., prod. superv.*

320 California St., San Francisco, Calif. Garfield 1-3510. Harry A. Lee, *v.p.*
Media Dept.: Mrs. Frances Austin, *tb.*

220 Miracle Mile, Carol Gables, Fla. Miami 83-5487. Eugene Austin, *exec. in chg.*

Geo. E. S. Thompson Advertising Consultant
339 Fifteenth St., Oakland 12, Calif. Twinoaks 3-9193. Geo. E. S. Thompson, *o. & mgr.;* Violet Smotski, *sec.*

Thompson-Koch Co., Inc.
1450 Broadway, N. Y. 18. Lackawanna 4-6400. Robert A. McNeil, *pres.;* Robert J. Bohman, *v.p. & art dir.;* George F. Deins, *v.p. & cpy. chf.;* Theodore Palmer, *a.e.;* Robert Tritsch, *prod. mgr.*

Media Dept.: Robert Harrison, *space b.;* Robert W. Hall, *tb.*

Thomson Advertising, Inc.
Commercial Bank Bldg., Peoria 2, Ill. 4-6171. A. R. Thompson, *pres., treas. & a.e.;* Lyle Hosler, *v.p. & a.e.;* W. E. Bergstrom, *v.p. & a.e.;* T. R. Downes, *v.p., sec. & art dir.;* Jess Yates, *prod. mgr.;* R. A. Jolly, *ass't prod. mgr.;* D. B. Grimm, *v.p. & cpy. chf. A. e.'s:* C. H. Weyeneth, Carl Lind, J. R. Wagner.

Media Dept.: Marjorie Olson, *dir.*

Richard Thorndike Agency
58 Weybosset St., Providence 3, R. I. Ga 1-4157. Richard Thorndike, Philip W. Thomas.

Grant Thuemmel Agency
418 Portland Trust Bldg., Portland 4, Ore. Capitol 3-7077. Grant Thuemmel, *o.*

E. C. Tickner
58 Chatham Rd., Short Hills, N. J. Drexel 6-1776. N. R. Goeller, *prod. mgr.*

Tilds & Cantz
6087 Sunset Blvd., Hollywood 28, Calif. Hollywood 2-1157. Walter Tilds, p.; Marvin S. Cantz, *p.*; Russel I. Hare, *rsrch. dir.*
Media Dept.: Zallo Loston, *dir. Supervs.:* E. W. Franke, D. Nathanson.

Morris Timbes, Inc.
220 St. Michael St., P. O. Box 335, Mobile 3, Ala. Hemlock 2-7577. Morris Timbes, *pres., cpy. chf. & m. dir.*

Timely Associates, Inc.
70 E. 45th St., N. Y. 17. Murray Hill 4-0286-7. Daniel R. Prosnit, *pres.*; Howard Bauman, *v.p. & art dir.*; Shirley F. Prosnit, *sec. & treas.*; C. N. Jensen, *a.e.*

Ralph Timmons, Inc.
995 Applegate Rd., Madison 3, Wis. 5-9483-4. Ralph Timmons, *pres.*; Jennelyn Timmons, *v.p.*; J. S. Timmons, *sec.*; Dave Carman, *art dir. A. e.'s:* N. M. Krohn, L. H. Stafford, Jack Maas.
Media Dept.: L. H. Stafford, *tb.*

Tippett & Co., Inc.
6 Abbott Rd., Wellesley Hills, Mass. Wellesley 5-6550. Oscar W. Tippett, *pres.*; Stanley R. Tippett, *exec. v.p.*; William R. Sullivan, *rsrch. dir.*; Roger Coffey, *cpy.*
Media Dept.: Stanley R. Tippett, *exec. in chg.*; O. W. Tippett, *b., all m.*; S. R. Tippett, *b., all m.*; W. R. Sullivan, *b., all m.*

Tobias & Co.
P. O. Box 275, Charleston 3, S. C. 2-4438. Thomas J. Tobias, *p.*; Rowena W. Tobias, *p.*; Robert M. Smith, *art dir.*; Darwin H. Shopoff, *adv. dir.*; Alvo O. Martin, *pub. rels. ass't.*

Todd & Associates
84 S. First St., San Jose 13, Calif. Cypress 2-6745. A. Ruric Todd, *o.*; Frank M. Eicher, *mgr.*; James Mitchell, *art dir.*
Media Dept.: Mrs. Irene Bennorth, *dir.*

Coleman Todd & Associates
248 Park Ave. W., Mansfield, Ohio. 3690-6. Coleman B. Todd, *pres. & a.e.*; Lowell B. Bourns, *v.p. & a.e.*; P. J. Linster, *treas.*; C. W. Bowen, *creat. & art dir.*; Ray Vincent, *art dir. A. e.'s:* M. T. Hooker, J. W. MacLean, Gene Lew.

Alfred F. Tokar Advertising
589 Central Ave., East Orange, N. J. Alfred F. Tokar, *o.*

Tolle Co.
3553 Ketner Blvd., San Diego 1, Calif. Cypress 8-7101. Norman W. Tolle, *pres.*; Muriel Tolle, *v.p. & sec.*; Don D. Driese, *v.p.*

Tomaso, Feitner & Lane, Inc.
490 Plandome Rd., Manhasset, N. Y. Manhasset 7-2100. C. V. Parkinson, *pres., treas., prod. dir. & a.e.*; Myrtle Lane, *v.p., sec. & a.e.*; Rico Tomaso Jr., *v.p. & a.e.*; Quentin F. Feitner, *v.p. & a.e.*; Jozsi Gladics, *art dir.*
Branch Office:
Empire State Bldg., N. Y. 1. Bryant 9-6660.

Charles Tombras & Associates
Fidelity Bank Bldg., Knoxville, Tenn. 5-9424. Charles P. Tombras, *pres.*; Tom A. McMillian, *v.p., a.e.*; Dale Johnson, *rsrch. dir. & a.e.*
Media Dept.: Tom A. McMillian, Dale Johnson, *bs.*

Tool & Armstrong Advertising
638 W. Colfax, Denver 4, Colo. Ac 2-5815. J. K. Tool, *p.*; Jefferson B. Armstrong, *p.*; James L. Ellis, *art dir. & prod. mgr.*; P. A. Collins, *cpy. chf.*; Jay E. Gardner, *a.e.*

Tove Advertising
185 Madison Ave., N. Y. 16. Murray Hill 3-5475. H. B. Tove, *o.*; Stanley Harrison, *prod. mgr.*
Media Dept.: Stanley Harrison, *space b.*

Arthur Towell, Inc.
P. O. Box 104, Madison 1, Wis. Alpine 6-2668. Arthur Towell, *pres.*; Ruth Towell, *sec.*; Tom Towell, *v.p.*
Media Dept.: Tom Towell, *exec. in chg.*

Tower Advertising Agency
168 N. Michigan Ave., Chicago 1, Ill. Central 6-8616. Maurice A. Berman, *pres.*
Media Dept.: May Shamberg, *b.*

Robert Towers Advertising, Inc.
250 W. 57th St., N. Y. 19. Robert Towers, *pres. & treas.*; Martha Towers, *v.p. & sec.*; Fred Werner, *art dir.*; David Rubin, *prod. mgr.*
Media Dept.: Dorothy Skidmore, *dir.*

Town Advertising Associates
210 Main St., Hackensack, N. J. Diamond 2-6070. William G. Irving, *o.*; Benjamin Kluger, *cpy. chf.*; Herbert B. Wilkinson, *art dir.*; Joseph Barone, *prod. mgr.*; Charles R. Beyer, *a.e.*

Town Crier Agency
Wickham Bldg., Council Bluffs, Ia. 7768, Omaha At 9622. D. H. Filbert, *p., publ. dir. & a.e.*; N. H. Filbert Jr., *p., tv-rad. dir. & a.e.*; Irene Eyberg, *prod. mgr.*; A. Johnston, *libr.*
Media Dept.: N. H. Filbert Jr., *tb.*

W. L. Towne Advertising
10 E. 40th St., N. Y. 16. Murray Hill 9-6585. Robert D. Towne, *pres. & a.e.*; P. J. Rochford, *v.p. & a.e.*; Richard Steensma, *a.e.*

Tracy, Kent & Co., Inc.
515 Madison Ave., N. Y. 22. Eldorado 5-4404. William Irwin Tracy, *chmn bd.*; Frank S. Kent, *pres.*; Hugh Donnell, *v.p. & art dir.*; F. W. Haas, F. W. Nye, *v.p.'s*; George M. Pease, *treas. & sec.*; H. V. Kelly, *prod. mgr.*

Tracy-Locke Co., Inc.
2501 Cedar Spring Rd., Dallas 1, Tex. Sterling 4741. Morris Hite, *pres. & gen. mgr.*; Clay W. Stephenson, *exec. v.p.*; John H. Wellenkamp, *v.p., sec. & treas.*; Glenn G. Addington, *v.p.*; Kenneth F. Browning, *v.p.*; Cecil B. Phillips, *rsrch. dir.*
Media Dept.: Ernestine Parker, *dir.*; Lawrence E. DuPont, *dir., tb. tv & rad.*; Paul Girard, *ass't dir. & tb. tv & rad.*
Branch Offices:
2332 W. Holcombe Blvd., Houston 25, Tex. Mohawk 7-3306. Clay W. Stephenson, *exec. v.p.*
Media Dept.: Helen J. Sanford, *off. mgr.*
701 Texas Co. Bldg., New Orleans 16, La. Canal 9278. Kenneth F. Browning, *v.p.*

Trend Advertising, Inc.
110 W. 40th St., N. Y. 18. Bryant 9-2342. Norman E. Sepler, *pres., cpy. chf. & a.e.*; David Gordon, *art dir.*; Paul Bogen, *prod. mgr. & a.e.*; Melvin S. Glickman, *rsrch. dir. & a.e.*; Eric Sepier, *a.e.*
Media Dept.: Melvin S. Glickman, *dir.*

Triangle Advertising Agency, Inc.
864 N. Wabash Ave., Chicago 11, Ill. Whitehall 4-7540. K. A. Ford, *pres., prod. mgr., rsrch. dir. & a.e.*; Jo Ford, *v.p., tv-rad. dir. & publ. dir.*; Allen Evans, *art dir.*
Media Dept.: Jo Ford, *tb. & tal. b.*

Tri-Color Studios
5233 W. North Ave., Chicago, Ill.

Tri-State Advertising Co., Inc.
1302 E. Center St., Warsaw, Ind. 647. W. H. Kreicker, *pres.*; W. L. Kreicker, *v.p.*; D. H. Kreicker, *sec. & treas.*; F. Dobbins, *ass't treas.*; E. J. Moyer, *art dir.*; Chas. Mugro, *prod. mgr.*; R. W. Berry, *ass't art dir.*; M. Kreicker, *publ. dir.*; A. J. Plummer, *libr.*

Troland, Inc.
1336 Fairfield Ave., Bridgeport, Conn. Wilbur W. Troland, *pres., cpy. chf. & a.e.*; Edward J. Behuncik, *v.p., treas. & rsrch. dir.*; Barbara Troland, *sec.*; James Nazzaro, *art dir. & prod. mgr.*; Eugene Peterson, *tv dir.*; John Behuncik, *a.e.*
Media Dept.: Shirley Peterson, *dir.*

Tullis Co., Inc.
6000 Sunset Blvd., Hollywood 28, Calif. Howard L. Tullis, *pres.*; Russ McCollum, *v.p. & a.e.*; Ruth Harrison, *sec.*; Willy Brasile, *treas.*; Bernard Swartz, *rad. dir. & a.e.*; Barbara Williams, *publ. dir. Art dirs.:* Edward Dunn, Jerry Wilbur. *A. e.'s:* Bill Kalviano, Jerry Pomerance, Ken Barton.
Media Dept.: Sally Johnston, *dir. & space b.*; Willy Brasile, *tb.*

Turner Advertising Agency
101 E. Ontario St., Chicago 11, Ill. Michigan 2-6426. *A. e.'s:* John K. Turner, J. Gordon Turner, Lee Boyd, Karl Vehe Jr., F. S. Purnell.

Harry Turner & Associates, Inc.
1801 Gage Bldg., Topeka, Kansas. 2-8291-2-3. Harry Turner, *pres.*; N. E. Turner, *v.p.*; R. B. Long, *sec.-treas.*; L. K. Bigelow, *art dir.*; Larry Pratt, *prod. mgr.*; John Clifford, *cpy. chf. & tv dir.*; L. A. Pratt, *rsrch. dir.*; Ruth E. Hunt, *lib. A. .'s:* Keith Meyers, Harry Turner Jr., Barton Dever.
Media Dept.: L. Whittelsey, *dir.*; Frances Wright, *tb.*

Marguerite Tuttle, Inc.
28 W. 44th St., N. Y. 36. Longacre 3-0591. Marguerite Tuttle, *pres.;* Ruth Bishop, *v.p.;* Laurence Tuttle, *sec.;* Mildred Gibbs Dresbach, *treas. & prod. mgr.;* Adele Dee Keatley, *cpy. chf.*

Tveter, Inc.
257 Fourth Ave., N. Y. 10. Algonquin 4-7974. Harold M. Tveter, *pres. & a.e.;* T. Norman Tveter, *exec. v.p. & a.e.;* James R. Harrington, *v.p. & cpy. chf.;* Jacques Paul Motyl, *art dir.;* Leonard Marino, *prod. mgr.;* Alfred Weissenbach, *a.e.*
Media Dept.: E. Amon, *space b.*

The House of J. Hayden Twiss, Inc.
500 Fifth Ave., N. Y. 36. Pennsylvania 6-8877. J. Hayden Twiss, *pres., treas. & a.e.;* William A. Smith, *v.p. & a.e.;* Fred J. Schlutow, *v.p. & a.e.;* Don Murray, *cpy. chf.;* J. F. Bell, *art dir.;* Consuelo Houseworth Kuhn, *rsrch. dir.;* B. M. Smith, *prod. mgr.;* Edward F. Oyastra, *a.e.*

Tyler Advertising Agency
70 E. 45th St., N. Y. 17. Lexington 2-2822. Parker R. Tyler Jr., *pres.;* Albert G. Behrendt, *art dir. A. e.'s:* Philip G. Barrett, Paul E. McArdle.

Tyler Kay Co., Inc.
775 Main St., Buffalo 3, N. Y. Cleveland 6111. Tyler Kay, *pres.;* H. E. Sanford, *v.p.;* Gilbert Randorf, *prod. mgr.*
Media Dept.: Tyler Kay, *space b.*

O. S. Tyson & Co., Inc.
230 Park Ave., N. Y. 17. Murray Hill 9-3663. Fay Keyler, *pres.;* Irwin W. Tyson, *exec. v.p. & treas.;* Richard V. Morrison, *v.p.;* M. G. Gleason, *sec.;* Irvana Wood Tyson, *ass't sec.;* Aldo L. Santi, *art dir.;* J. J. Walsh, *prod. mgr.;* A. J. O'Brien, *publ. dir.;* Richard A. Houghton, *rsrch. dir.*
Media Dept.: C. Gilbert Norton, *dir.*

Roland G. E. Ullman Organization, Inc.
1015 Chestnut St., Philadelphia 7, Pa. Walnut 2-0357-8-9-60. Roland G. E. Ullman Jr., *pres. & a.e.;* David U. Ullman, *sec.-treas. & a.e.;* J. Mack Nevergole, *v.p. & a.e.;* B. Wm. Dunn, *gen. mgr.;* Robert A. Eyre, *cpy. chf. Art dirs.:* Edward G. Joseph, Frank DiSciullo, R. G. E. Ullman Jr.; Edward F. Moody Jr., *a.e.*

Ulrich & Brown Advertising
3401 Buffalo Dr., P.O. Box 13175. Houston 19, Tex. Ja 9-6191. Edward Ulrich, *p. & a.e.;* Douglas Brown, *p. & a.e.;* T. E. Van Landingham, *art dir.;* Fred Speights, *cpy. chf.;* Wallace Davis, *consult.;* Grady Triplett, *publ. dir.*

C. J. Ulrich & Associates
6674 Northwest Highway, Chicago 31, Ill. Newcastle 1-4762. C. J. Ulrich, *pres., treas.;* E. Ulrich, *sec.*
Media Dept.: C. J. Ulrich, *tb. & space b.*

Ungar & Fruhling
521 5th Ave., N. Y. 17. Oxford 7-5983. Albert J. Ungar, *mng. p.*

United States Advertising Corp.
23 E. Jackson Blvd., Chicago 4, Ill. Webster 9-0911. Ward M. Canaday, *chmn & treas.;* C. E. Rickerd, *pres. & a.e.;* J. E. Coombes, *v.p. & a.e.;* E. S. McKechnie, *v.p. & ass't treas.;* A. J. Engelhardt, *v.p. & a.e.;* Robert Williams, *art dir.;* Bert Iwinski, *prod. mgr.;* Robert Howat, *cpy. chf. & publ. dir.;* E. H. Swan, *rsrch. dir.;* William Salcik Jr., *libr.;* R. A. L. Herweg, *a.e.*
Media Dept.: Al Bonk, *dir.;* J. Duringer, *tb.*
Branch Office:
520 Madison Ave., Toledo 4, Ohio. Main 8205. E. S. McKechnie, *mgr.*

Universal Advertising Agency
311 S. 15th St., Omaha 2, Neb. Jackson 8448. James L. Lipsey, *p.;* Millard H. Rosenberg, *p.*

Valentine-Radford Advertising
1016 Central St., Kansas City 5, Mo. Victor 2-5104. Herbert S. Valentine Jr., *p. & a.e.;* Earle K. Radford Jr., *p. & a.e.;* Jack O'Hara, *prod. mgr. & art dir. A. e.'s:* George W. Hawley, James Jones, Bill Alexander.

Vanadia Associates
59 Halsey St., Newark 2, N. J. Ma 3-9044. Alexander Vanadia, *pres. & a.e.;* Jacqueline Konowich, *sec. & personnl. dir.;* Jane Oliver, *ass't art dir.;* Robert Krowicki, *photo. dir. A. e.'s:* L. Bienenfeld, Leonard J. Cedola.
Media Dept.: Alex Vanadia Jr., *dir.*

Van Auken, Ragland & Stevens
326 W. Madison St., Chicago 6, Ill. Franklin 2-2910. Byron F. Stevens, *p. & a.e.;* Ben Caldwell, *p. & a.e.;* William H. Doerring, *cont. & personnl. dir.;* Theodore Johnson, *art dir.;* Wm. A. Davis, *Prod. mgr.*
Media Dept.: Byron F. Stevens, Ben Caldwell, *space bs.;* M. G. Wadsworth, *mgr.*

Mabel Van Delinda Advertising
1562 Main St., Springfield 3, Mass. 3-6033. Mabel Van Delinda, *o. & space b.*

Vanden Co., Inc.
620 N. Michigan Ave., Chicago 11, Ill. Whitehall 4-1708. George W. Vanden, *pres. & a.e.;* R. G. Peck Jr., *v.p. & a.e.;* P. L. Littlewood, *sec.-treas. & prod. mgr.*

Van der Boom, Hunt & McNaughton, Inc.
672 S. Lafayette Park Pl., Los Angeles 57, Calif. Dunkirk 2-6203. J. J. McNaughton, *pres.;* G. L. Van der Boom, *exec. v.p.;* Don Parmelee, *v.p. & a.e.;* Wallace O. Lamb, *v.p. & a.e.;* Mildred Waugh, *v.p. & a.e.;* Robert W. Boone, *v.p. & a.e.;* Don Niehaus, *art & prod. dir.;* Terese Watkins, *traff. mgr.*

Victor van der Linde Co.
683 Fifth Ave., N. Y. 22. Eldorado 5-5185. Victor van der Linde, *p.;* Charlotte Rains, *p.;* Agnes Kingsley, *gen. mgr.*

Van Dine Advertising Agency
30-38 Ferry St., N. Y. 38. Worth 4-1350. I. David Sauer, *art dir.;* David Blottner, *prod. mgr.;* Joseph H. Swartz, *cpy. chf. & a.e.;* Arthur B. Swartz, *a.e.*
Media Dept.: Jules Grosny, *space b.*

John B. Van Domelen Agency
327 Federal Square Bldg., Grand Rapids 2, Mich. 9-3453-4. John B. Van Domelen, *o.;* E. J. Logie, *publ. dir.;* Gren Coombes, *art dir.*
Media Dept.: John B. Van Domelen, *space b & tb.*

Vanguard Advertising
15 E. 40th St., N. Y. 16. Murray Hill 5-4685. J. M. Russakoff, *o.;* Joseph Fuchs, *a.e.;* John Enders, *rsrch. dir.;* Saul N. Kramer, *art dir.*

Van Handel Advertising Agency
324 E. Wisconsin Ave., Milwaukee 2, Wis. Broadway 3-7108. Eugene T. Van Handel, *pres., sec.-treas. & a.e.*
Media Dept.: Eugene T. Van Handel, *space b.*

Van Hecker, Inc.
28 E. Jackson Blvd., Chicago 4, Ill. Wabash 2-2269. Clarence E. Van Hecker, *pres. & treas. A. e's:* Wm. Barkow, Frank J. Guzik.
Media Dept.: F. J. Guzik, *b.*

VanSant, Dugdale & Co., Inc.
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Media Dept.: Rita G. Eastman, *chf. tb.;* Evelyn Huttman, *ass't tb.*

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Media Dept.: Mary G. Hammack, *dir. & space b.*

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Media Dept.: Casper Pinsker Jr., *space b.;* Janet A. Murphy, *tb.*

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Media Dept.: Ann Wiener, *b.*

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Media Dept.: J. T. Davies, *dir.*

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Media Dept.: Snowden M. Hunt Jr., *dir.*

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Waghorne-Notzon

206 San Pedro, San Antonio, Tex. Capitol 7-7296. Max E. Waghorne, *o. & a.e.;* Ed M. Notzon, *o. & a.e.;* Bob Jenkins, *tv & rad. dir.;* Robert L. Freeland, *a.e.*

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Media Dept.: A. E. Reitz.

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Media Dept.: Phyllis Jones, *dir.*

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Media Dept.: W. S. Patton, *dir. & space b.;* Robert B. Stevens, *tb.;* C. H. Short, *ass't space b.;* George Luchik, *print b.*

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5405 Penn Ave., Pittsburgh 6, Pa. Montrose 1-7896. Alexander D. Walter, *pres. & treas.;* Mathilde T. Meledin, *prod. mgr.*

Media Dept.: Alexander D. Walter, *space b.*

Max Walter Advertising Agency

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Media Dept.: Lois Weinstein, *dir.*

Argyle Wampler Advertising

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Media Dept.: H. M. Purtell, *space b.*

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Media Dept.: Roger S. Smith, *dir.*

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Watts Advertising Agency

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Media Dept.: William R. Watts, *b.*

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Media Dept.: C. C. Fuller, *dir.;* Anne Benton, *tb.*

Branch Office:
75 Madison Ave., N. Y. 16. Lexington 2-9326. Stuart Broeman Jr., *off. mgr.*

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Weaver-Gardner, Inc.

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Media Dept.: Audrey Bernfeld, *dir.*

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Webber Advertising Agency

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Media Dept.: A. A. Wechsler, M. J. Wechsler, *space bs.*

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Media Dept.: John P. Weidenhamer, *b.*

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Media Dept.: Jud Frommer, *dir.;* Alice M. Gore, *space b.*

Vernon S. Weiler Advertising

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Media Dept.: Robert S. Weiler, *prod. mgr.*

Weill & Eby, Inc.

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Media Dept.: Jo Anne Rebstock, *exec. in chg.*

Milton Weinberg Advertising Co.

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Media Dept.: Joel Stearns, *dir.*

Lawrence Weiner & Associates

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Media Dept.: Frances Cohen, *dir., space b., tb.*

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Weinstein Co.

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Weintraub & Associates

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Media Dept.: Paul Dobinsky, *dir.;* Gordon Scherck, *space b. & tb.*

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Weiss Advertising

200 Fourth Ave., N. Y. 3. Gramercy 3-2006. Ed Dennis, *art dir.;* Dominick Del Giudice, *cpy. chf.;* Irving Weiss, *prod. mgr.*

Media Dept.: Irving Weiss, *dir.*

Edward H. Weiss & Co.

400 N. Michigan Ave., Chicago 11, Ill. Whitehall 3-2100. Edward H. Weiss, *pres.;* Marvin L. Mann, *v.p., sec., tv-rad. dir.;* N. Lee King, *v.p. & art dir.;* Byron Bonnheim, *v.p. & cpy. chf. V. p.'s:* I. D. Auspitz, Jack Bard, Bernard J. Gross, Jerome L. Joss, Kenneth A. Murison, Robert N. Harris, Ernest Stern, *treas.;* Leo Sikes, *prod. mgr.;* Marvin Barab, *rsrch. dir.;* James E. Howarth, *personnl. dir.;* Mary Jane Grunsfeld, *dir. motivatn. rsrch. A. e.'s:* John Clayton, Austin D'Alton, Charles Hemrich, Edward Kuhn, Richard Wolfe, Raymond Stone, George King, Harold Platt, Richard Hummell.

Media Dept.: Jack Bard, *dir.;* Francis Harmer, Jean Sturm, *space bs,;* Nora Marcus, *tb.;* James Lurie, *tb.*

Branch Office:
460 Park Ave., N. Y. 22. Plaza 8-0992. Herbert Leder, *mgr.*

Weiss & Geller, N. Y., Inc.

400 Madison Ave., N. Y. 17. Plaza 3-4070. Max A. Geller, *pres. & a.e.;* Max Tendrich, *v.p., tv-rad. dir. & a.e.;* Arthur Gordon, *v.p. & art dir.;* Irene Sickel Sims, *cpy. chf.;* S. A. Goldsmith, *dir. mktg. & a.e.;* Jack Geller, *rsrch. dir.;* Sally Green, *prod. mgr.;* Anne Rothenburg, *off. mgr. & bkkpr.*

Welch, Collins & Mirabile, Inc.

13 W. 25th St., Baltimore 18, Md. Hopkins 7-3942, 7-6054. Frank C. Mirabile, *chmn bd., sec.-treas.;* Gerald Welch, *pres.;* Charles R. Collins, Jr., *exec. v.p.*

Wayne Welch, Inc.

800 W. 9th Ave., Denver 4, Colo. Ma 3-5368. Wayne A. Welch, *pres., publ. dir. & a.e.;* Austin J. McKenna, *v.p. & a.e.;* Joe Manfred, *art dir.;* Don Naeve, *prod. mgr.;* Morris Cafky, *cpy. chf.;* John P. Marwin, *tv-rad. dir. & a.e.*

Wellman Advertising Agency, Inc.

13th & Walnut St., Empire Bldg., Philadelphia 7, Pa. F. A. Wellman, *pres.;* E. A. Wellman, *sec.-treas.*

Wellman, Buschman Co.

508 Public Square Bldg., Cleveland 14, Ohio. Cherry 1-6956. Robert C. Wellman, *pres.;* David R. Buschman, *ex. v.p.;* J. R. Schmunk, *v.p.*

Media Dept.: Peter C. Poss, *dir. mkts. & m.*

Fredric Wellman Advertising

3421 W. 48th Pl., Chicago 32, Ill. Frontier 6-6266. *A. e.'s:* Fredric Wellman, Fredric Wellman Jr.

Wells Advertising Agency

230 Boylston St., Boston 16, Mass. Copley 7-4984. Wilfred B. Wells, *a.e.,* L. J. Wells, *compt.*

Media Dept.: J. E. Lantz, *b.*

James G. J. Wells, Inc.

Hotel Statler, Buffalo 5, N. Y. James G. J. Wells, *pres. & a.e.;* Kenneth Kaplan, *v.p. & a.e.;* J. Eugene McMahon, *sec.;* Warren Moxham, *art dir.;* William Kinsman, *prod. mgr.;* Earl J. Ashcroft, *cpy. chf.;* Gene Novak, *tv & rad. dir.;* Elfreda Banat, *personnl. dir.;* D. K. Beyer, *a.e.*

Media Dept.: Donald K. Beyer, *dir.*

Welsh-Hollander Advertising

350 S. Alvarado St., Los Angeles 57, Calif. Dunkirk 9-1171. Henry W. Welsh, *pres.;* A. M. Hollander, *assoc.*

Jack C. Wemple Advertising

310 Pine St. (Box 381), Green Bay, Wis. Howard 1498. Jack C. Wemple, *pres.*

Wendt Advertising Agency

1060 Spitzer Bldg., Toledo 4, Ohio. Adams 9253. H. F. Wendt, *pres. & a.e.;* Pauline Hite, *sec.;* M. F. Wendt, *treas.;* Frank Kuehnle, *tv & rad. dir.;* Fern Kalmbach, *prod. mgr. & a.e.;* R. L. Behr, *a.e.;* Phyliss Kuehnle, *rsrch. & cpy.;* Sue Snell, *cpy.;* Evelyn Bailey, *prod.;* Betty Hueter, *cpy.;* E. A. Aschenbach, *finan. sec.*

Wendt Advertising Agency

618 Strain Bldg., Great Falls, Mont. Gl 2-8581. W. E. Wendt, *pres.;* Zelma Hay Schroeder, *sec.*

Media Dept.: W. E. Wendt, *exec. in chg.*

Wentzel, Wainwright, Poister & Poore, Inc.

251 E. Grand Ave., Chicago 11, Ill. Delaware 7-3934. Walter B. Wentzel; Thomas Wainwright, *v.p.;* John J. Poister, *v.p.;* Taylor Poore, *v.p.;* Lester Lantz, *v.p. & art dir.;* Richard P. Frisbie, *cpy. chf.;* Justine Nolan, *rsrch.*

Media Dept.: Dee Malmsten, *dir.*

AGENCIES

Mitchell WerBell, Inc.

926 W. Peachtree St., Atlanta, Georgia. Trinity 5-5691. Mitchell L. WerBell III, *chmn bd. & pres.;* William D. Little, *v.p. & treas.;* Roger Vershen, *v.p. & dir. visual arts;* Donald McDonald, J. Robert Barr, Marguerite Leonardi, *v.p.'s:* Doris W. Little, *sec.;* Lois A. White, *pub. rels. dir.;* Richard A. Provost, *prod. mgr.*

Media Dept.: Sara S. Topp, *dir.*

Branch Offices

Wright Bldg., High Point, N. C. High Point 7185. J. Robert Barr, *v.p.*

2 W. 45th St., N. Y. Oxford 7-1577. Marguerite Leonardi, *v.p.*

Kentuckiana Advertising Inc. (affil. with Mitchell WerBell, Inc.)

310 W. Liberty St., Louisville, Ky. Wabash 4219. Donald McDonald, *pres.*

Werbell, Seklemian & North, Inc.

18 E. 48th St., N. Y. 17. Plaza 5-9700. Victor North, *pres.;* M. Seklemian, *v.p. & creat. dir.;* Walter H. Lurie, *v.p. & treas.*

Media Dept.: Walter H. Lurie, *exec. in chg., tb. & space b.*

Leonard Werblow Advertising

636 Eleventh Ave., N. Y. 36. Circle 6-4694. Leonard Werblow, *o., publ. dir. & a.e.;* Laura Gould, *art dir., prod. mgr. & a.e.;* Julian Ross, *cpy. chf. & a.e.*

Media Dept.: Leonard Werblow, *space b.*

Jim Werner Advertising

1904 S. 13th St., Omaha 9, Neb. At 1209.

Wertheim Advertising Associates

11 W. 42nd St., N. Y. 36. Wisconsin 7-5978. Edward L. Wertheim, *pres. A. e.'s:* Madeline George, Ray D. Buras, Mary Vindish.

E. Taylor Wertheim Advertising Agency

347 Madison Ave., N. Y. 17. Murray Hill 4-7545. E. Taylor Wertheim, *pres.;* Norman Merritt, *art dir.;* Ray Buras, *cpy.*

Media Dept.: Ray Buras, *dir.;* E. Taylor Wertheim, *b.*

Wesley Associates, Inc.

247 Park Ave., N. Y. 17. Eldorado 5-2680. Leland G. Wesley, *pres.;* Lindsay Fairweather, *v.p.;* LeGrand L. Redfield, *v.p., chmn plans bd.;* Maggi Edelsten, *cpy. chf.;* Herman Hecker, *prod. mgr.;* Ed Fitzgerald, *assoc. prod. mgr.;* G. Heller, *fash. art dir.;* C. A. Rathkopf, *art dir. A. e.'s:* B. Blair, Ernest Davids, Wm. Breslin, George R. Horton, J. Perine, Langdon Wesley.

Media Dept.: Joseph D. Knap Jr., *dir.;* Elene Collins, *ass't dir.*

Wesley Day & Co.

2818 Ingersoll Ave., Des Moines 12, Iowa. At 8-2258. Wesley Day, *pres.;* Kelly R. Rucker, *rsrch. dir.;* Robert D. Hullihan, *pub. rel. dir.;* Donald Wallace, *tv dir.*

Media Dept.: Mary B. Alexander, *b.*

Wesley, Heyne & Cuca

333 N. Michigan Ave., Chicago 1, Ill. Central 6-5882. Robert B. Wesley, *pres.;* Norman E. Heyne, *v.p.;* James A. Cuca, *sec.-treas.*

Westbrook Advertising

71 W. 47th St., N. Y. 36. Judson 2-2490. Mark N. Roswell, *prod. mgr.;* Dolores Storm, *art dir.*

Media Dept.: Howard H. Fogel, *dir.*

West-Marquis, Inc.

1220 Wilshire Blvd., Los Angeles 17, Calif. John R. West, *pres.;* Norman B. Moeller, *exec. v.p.;* Thomas G. Somermeier Jr., *v.p. & sec.;* Marshall F. Taft, *v.p.-art;* Roger M. Combs, *v.p.;* Marie W. Maier, *mgr.*

Media Dept.: Talbot Johns, *tv & rad. dir.*

Branch Offices:

785 Market St., San Francisco 3, Calif. Harold H. Marquis, *v.p. & mgr.*

1466 Dexter Horton Bldg., Seattle 4, Wash. N. Stuart Nicholson, *v.p. & mgr.*

Western Advertising Agency, Inc.

35 E. Wacker Dr., Chicago 1, Ill. Andover 3-2545. G. B. Gunlogson, *chmn;* Lee H. Hammett, *pres. & a.e.;* J. R. McCue, *exec. v.p. & a.e.;* Otto C. Jensen, *v.p. & sec.;* R. K. Nelson, *treas.;* D. Muller, *ass't treas.;* F. W. Pain, *v.p. & a.e.;* Paul W. Limerick, *v.p. & a.e.;* Roy J. Sandberg, *v.p. & creat. dir.;* Thomas B. Gilhooley, *v.p. A. e.'s:* Vern Cunningham, D. L. Howlett, J. T. Schmidling, Delmar E. Gurley.

Media Dept.: F. W. Pain, *dir.*

Branch Office:

610 Wisconsin Ave., Racine, Wis. Jackson 4-6605. *A. e.'s:* Thomas B. Gilhooley, Jack F. Schinagl, Jay Price, Louis Sidran, Jack A. Swedish, Dana C. Jennings.

Western Advertising Agency, Inc.

4848 Wilshire Blvd., Los Angeles 5, Calif. Webster 8-2681. Edward E. Keeler, *pres.;* William E. Wilson, *v.p. & mgr.;* Charles M. Grove, *v.p.*

Media Dept.: Norine Freeman, *dir., tb. & space b.;* Ray Banks, *tv & rad. dir.*

Western Agency, Inc.

Skinner Bldg., Seattle 1, Wash. Elliot 4500. Robert N. Hutchinson, *pres. & a.e.;* Harold Kitchen, *v.p. & a.e.;* B. N. Hutchinson, *sec.-treas.*

Western Enterprises, Inc.

Box 327, Oklahoma City 1, Okla. West P. Rothschild, *exec. dir.*

Weston-Barnett, Inc.

217 W. 5th St., Waterloo, Iowa. Adams 4-4677. Phillips Taylor, *pres.;* W. C. Peterson, *exec. v.p.;* Donald Irwin, *v.p.;* F. G. Weston, *sec.;* Fay Cook,, *treas.;* Forrest Morrison, *art dir.;* W. H. Stewart, *a.e.*

Frank Weston Advertising

100 N. Main St., Providence 3, R. I. Dexter 1-1226.

Wexton Advertising Agency

11 E. 47th St., N. Y. 17. Murray Hill 8-4050. Howard Wechsler, *chmn bd. & treas.;* Larry Schwartz, *pres.;* Ted Gravenson, *sr. v.p.;* Edward Greenberg, *sr. v.p.;* Jack Spiro, *v.p.;* George Gilbert, *a.e.*

Media Dept.: Sharon Nidorf, *dir.*

Weyher Advertising

409 N. Main St., Burlington, Ia. Plaza 4-7823. R. L. Weyher, *o.*

Frank E. Whalen Advertising Co.

Land Bank Bldg., Kansas City 6, Mo. Vi. 7200-1. Frank E. Whalen, J. W. Whalen, J. Brad Lear, Norma Miller, Gordon Davis, Shirley Kice.

E. F. Wheeler & Co.

31 Milk St., Boston 9, Mass. Hubbard 2-4066. E. F. Wheeler, *o.*

Wheeler, Kight & Gainey, Inc.

975 S. High St., Columbus 6, Ohio. Hickory 3-6526. Tom L. Wheeler Jr., *pres. & treas.;* James E. Hoover, *v.p. & a.e.;* Robert W. High, *v.p. & a.e.;* James F. Henry, *cpy. chf. & a.e.;* Russell C. Mock, *tv-rad. dir. & a.e.;* Jane Custer, *off. mgr. A. e.'s:* John McDermott, Tom L. Wheeler Jr.

Media Dept.: Russell C. Mock, *tb.*

Wherry, Baker & Tilden, Inc.

919 N. Michigan Ave., Chicago 11, Ill. Delaware 7-8000. Larry Wherry, *pres.;* Bruce A. Baker, *v.p. & a.e.;* Louis E. Tilden, *v.p.;* Clifford E. Bolgard, *v.p.;* Charles A. Wilcox, *v.p.;* Victor Cerney, *v.p.;* Harry Barger, *v.p.;* Walter Scott, *v.p.;* Dorothy Steitz, *sec.-treas.;* Helen Wansing, *ass't sec.;* Clifford Kasik, *art dir. A. e.'s:* Harry Barger, Robert W. Smyth, Victor Cerney.

Media Dept.: Clifford E. Bolgard, *dir.;* Gordon Hendry, *ass't.*

Whipple & Black Advertising Co.

Fox Bldg., Detroit 1, Mich. Woodward 1-8091. Ken B. Crawford, *pres. & a.e.;* I. B. Ratzel, *sec.-treas.;* Vince Kaiser, *art dir.;* Melba Waterman, *prod. mgr. A. e.'s:* Richard McCuen, William G. Harkey.

Branch Office:

800 S. Park, Saginaw, Mich. 5-3260. William G. Harkey, *v.p. in-chg.*

Claude E. Whipple Advertising

17 Brady St., Detroit 1, Mich. Claude E. Whipple, *o.;* Edmund M. Davidson, *assoc.*

Whitbey-Rehbock Advertising, Inc.

31 W. 47th St., N. Y. 36. Judson 2-3813. Sig Rehbock, *pres. & a.e.;* S. Edwin Mendelson, *v.p., treas. & a.e.;* Esther Mendelson, *sec.;* Marc Dorian, *art dir.;* Howard R. Cohn, *prod. mgr.;* A. Dantzic, *cpy. chf.;* D. Lester, *publ. dir. A. e.'s:* Roy Mendelson, Jack Casper.

Media Dept.: Dian Bregman, *space b.*

White Advertising Agency

2010 S. Utica, Tulsa, Okla. Riverside 2-2428. L. E. "Pete" White Jr., *o.*

Branch Office:

6110 Selma Ave., Hollywood, Calif. Hollywood 3-5694. Betty Newell, *mgr.*

Charles A. White Jr. & Co.

423 Walnut St., Philadelphia 6, Pa. Market 7-6586,-7,-8. Charles A. White Jr., *pres., treas. & a.e.;* William E. Boyd, *art dir.;* Maxham Metcalf, *prod. mgr.*

White & Shuford Advertising

1821 Wyoming St., El Paso, Tex. 3-4484. Dan T. White, *o.;* L. Stanley Shuford, *assoc. & a.e.;* Connie M. Roberts, *assoc. & a.e.;* William A. Kolliker, *art dir.*

Media Dept.: Connie M. Roberts, *tb. & space b.*

T. O. White Advertising

701 Title Guarantee Bldg., Birmingham 3, Ala. Al 2-4228. T. O. White, *o.*

Whitehackle Studios

Kissel Hill, Lititz, Pa. 6-0297. John G. Vogeler, *pres.;* Edward Jerome Vogeler, *exec. v.p.*

Media Dept.: Edward Jerome Vogeler, *space b.*

Robert Whitehill, Inc.

15 W. 57th St., N. Y. 19. Plaza 9-6850. Robert Weisberg, *pres. & a.e.;* Alan Charles, *exec. v.p., tv dir. & a.e.;* Jean Pierson, *v.p., cpy. chf.;* Aaron Weisberg, *v.p. & a.e.*

Media Dept.: Alan Charles, *dir.*

Whitehead & Sprague, Inc.

508 Title Guaranty Bldg., 706 Chestnut St., St. Louis 1, Mo. Ce 1-6913. L. E. Whitehead, *pres.;* E. A. Sprague, *sr. v.p.;* Warren R. Sprague, *sec.-treas.;* E. A. Sprague, *rsrch. dir.*

Media Dept.: E. A. Sprague, *sr. v.p., b. print, tv & rad.*

Whitlock, Swigart & Evans, Inc.

327 Exchange Pl., New Orleans 16, La. Express 2148-9. Frederic R. Swigart, *pres.;* Daniel G. Evans, *v.p.;* Bache McE. Whitlock, *sec.-treas.;* Walter L. Wedell, *art dir. & prod. mgr.;* Alice V. Bradfield, *cpy. chf.*

Edmund D. Whitten, Inc.

216 Tremont St., Boston 16, Mass. Liberty 2-1860. Edmund S. Whitten, *pres. & treas.;* Dorothy S. Whitten, *v.p.;* K. M. Concannon, *ass't treas.;* Gerard T. Parker, *art dir.;* Herbert C. Bullard, *a.e.*

Media Dept.: Veronica Preg, *dir.*

Lucius I. Wightman Advertising

Hurlbutt Rd. & Allyn Lane, Gales Ferry, Conn. Lucius I. Wightman, *space b.*

Wildrick & Miller, Inc.

630 Fifth Ave., N. Y. 20. Judson 6-3310. Stanley B. Wildrick, *pres. & a.e.;* Theodore N. P. Wagner, *v.p. & treas.;* H. E. Guest, *sec.;* Edward F. Ramsteck, *art dir.;* Bruce Jenkins, *prod. mgr.;* Edgar Matthews, *rsrch. dir. A. e.'s:* Boyce P. Price, Allen Pomeroy.

Media Dept.: G. S. Niles, *space b.*

Walter Wiley Advertising, Inc.

29 Pearl St., N. Y. 4. Bowling Green 9-3582. Walter Wiley, *pres.;* Dorothy F. Wiley, *sr. v.p.;* S. John Cousins, *sr. v.p.*

Media Dept.: Dorothy F. Wiley, *tb.*

Frank Wilhelms Advertising Agency

427 Cochran Rd., Pittsburgh 28, Pa. Lehigh 1-1454. Frank Wilhelms, *a.e.;* Alfred I. Evans, *art dir.;* Bernadette M. Williams, *agncy ass't.*

Will, Inc.

1276 W. Third St., Cleveland 13, O. Cherry 1-6645. W. D. Will, *pres. & a.e.;* John Asby, *v.p. & a.e.;* Harvey W. Hayden, *prod. mgr.;* Robert Allen, *art dir.;* Paul J. Burns, *a.e.*

Williams Advertising Agency, Inc.

347 Fifth Ave., N. Y. 16. Murray Hill 6-3055. Edgar Herz, *chmn bd. & a.e.;* Alfred S. Moss, *pres., treas. & a.e.;* Ben P. Millstein, *sec. & cont.;* Bertram Bienstock, *prod. mgr.;* Alfred Pell, *art dir.;* Rhona S. Moss, *fash. coordin. & cpy. chf.*

Media Dept.: Ben P. Millstein.

Albert D. Williams

Box 1346, Charleston, W. Va. 60-651. Albert D. Williams, *pres.;* R. C. Williams, *sec.-treas.*

Charles E. Williams Advertising

225 Turbot Ave., Milton, Pa. 147. C. E. Williams, *pres.;* H. E. Sears, *v.p.;* M. S. Williams, *sec.-treas.*

Duvall Williams Advertising

Petroleum Services Bldg., 3918 Hines Blvd., Dallas 19, Tex. Lakeside 9828. Duvall Williams, *pres.;* Earl Bernhart, *prod. mgr.*

Frederick C. Williams & Assoc.

22 W. Monroe St., Chicago, Ill. Franklin 2-1717. Frederick C. Williams, *chmn, p. & a.e.;* William Hickey, *p. & a.e.;* Paul Rohloff, *p., art dir. & a.e.;* Gail Creeley, *sec.;* Katherine Barnaby, *prod. mgr.;* Frederick C. Williams, *cpy. chf.*

Media Dept.: Frederick C. Williams, *dir.*

J. D. "Doc" Williams Advertising

3908 Lemmon Ave., Dallas, Tex. Justin 7977. *A. e.'s:* J. D. Doc Williams, Thomas R. Leslie, Beverly Littlejohn.

John R. C. Williams Advertising Agency

Investment Bldg., Pittsburgh 22, Pa. John R. C. Williams, *pres. & a.e.;* George Stimple, *sec., treas., tv-rad. dir.;* C. Glenn Donahue, *art dir. & prod. mgr.*

Media Dept.: Mrs. R. G. Boeklen, *dir.;* George Stimple, *space b.*

Williams & London Advertising

58 Park Pl., Newark 2, N. J. Market 2-6363. Leonard Dreyfuss, *chmn bd.;* Emanuel London, *v. chmn bd., gen. mgr. & a.e.;* J. Donald London, *v.p., sec. & a.e.;* Max Gans, *v.p. & a.e.;* John G. Wright, *v.p. & a.e.;* Katherine B. Heck, *treas.;* Henry Soskin, *cpy. chf.;* Stanford Baron, *prod. mgr.*

Media Dept.: Katherine B. Heck, *dir.*

Branch Office:
60 E. 42nd St., N. Y. Murray Hill 2-0860.

Harry G. Willis & Associates, Inc.

404 E. Broadway, Glendale 5, Calif. Chapman 5-3325, Citrus 1-5417. Harry G. Willis, *pres., tv-rad. dir.;* Ken Esselstrom, *v.p. & art dir.;* Pearl S. Willis, *sec.-treas.;* Harold Mueller; *prod.;* William P. Stoneham, *a.e.*

Media Dept.: Sue James, *dir.*

Parker Willson Advertising

919 Summit Ave., Ft. Worth, Tex. Ed 2-6019. Parker O. Willson, *pres. & treas.;* Louie O. Willson, *sec.*

Willsted & Schacter

40 E. 49th St., N. Y. 17. Plaza 3-8940. Fred Shacter, *p.;* Martin Willsted, *p.;* Leonard Eldridge, *prod. mgr.;* Walter Frank, *art dir.*

Joseph A. Wilner Advertising Agency

130 W. Hamilton St., Baltimore 1, Md. Plaza 2156. Joseph A. Wilner, *pres.*

Wilson Advertising Agency

642 Endicott at 4th, St. Paul 1, Minn. H. R. Wilson, *o.*

Wilson Advertising Agency, Inc.

123 E. 21st, Tulsa 14, Okla. Gibson 7-7101. Robert L. Wilson, *pres.;* Norman Roszel, *v.p., mgr.;* R. V. Taylor, *cpy. chf.*

Wilson Advertising Agency

3418 Delta Ave., Cincinnati 8, Ohio. East 1-8228. Ross H. Wilson, *o.*

Wilson Advertising-Marketing Service

1310 N. Milwaukee Ave., Libertyville, Ill. Libertyville 2-4400. L. Dale Wilson, *o. & a.e.;* James M. Eyman, *cpy. chf.;* David J. Wilson, *rsrch. dir. & a.e.*

Edwin Bird Wilson, Inc.

52 Wall St., N. Y. 5. Digby 4-6780. John C. Madden, *chmn;* John F. Donlon, *pres.;* Howard Schneider, John F. Bardin, *v.p.'s;* Harold H. Leifer, *art dir.;* Arthur T. O'Keefe, *prod. mgr.*

Media Dept.: Edith MacArthur, *space b.*

Wilson, Haight, Welch & Grover, Inc.

645 Farmington Ave., Hartford 5, Conn. Adams 3-9831. Howard C. Wilson, *chmn;* Jesse J. Haight, *pres.;* Arvin J. Welch, *first v.p.;* Melvin G. Grover, *v.p.;* Jarvis W. Mason, *v.p. & rsrch. dir.;* L. B. Wilson, *v.p.;* George F. Dickinson, *sec.;* Harlan C. Judd, *treas.;* Joseph I. George, *mktg. dir.;* H. M. Feine, *cpy. dir.;* John A. Sidebotham, *art dir.;* James Dickison, *assoc. art dir.;* Edward W. Foster, *prod. mgr.;* William P. Kupec, *assoc. prod. mgr.;* Jean N. Barrett, *libr.;* Geraldine Kloski, *traff. mgr. A. e.'s:* Jarvis W. Mason, Harlan C. Judd, L. B. Wilson, George D. Lewis, William B. Dixey III, E. H. Bergen III, R. B. Parker Jr.

Media Dept.: Bruce P. Mattoon, *space b.*

Branch Office:
220 E. 42nd St., N. Y. Murray Hill 7-8780. A. J. Welch, *first v.p.;* Charles B. H. Parker, *v.p., mdse. dir.;* Alfred F. Calabro, *v.p. & a.e.;* John Smith, *art dir.;* Thomas Galanti, *prod. mgr.;* Walter Lenk, *traff. mgr. A. e.'s:* Edward A. Muhlman, Fred Hale.

Robert E. Wilson, Inc.

673 Fifth Ave., N. Y. 22. Plaza 3-1232. Robert E. Wilson, *pres.;* Donald L. Kaufhold, *exec. v.p.;* Frances D. Wilson, *sec.;* V. R. Stewart, *treas.;* Herbert J. Spoor, M.D., *medical dir.;* J. J. Kunz, *art dir.*

Thomas C. Wilson Advertising Agency

33 E. Truckee River Lane, P.O. Box 1011, Reno, Nev. 2-7011. Thomas C. Wilson, *o.-mgr.;* Mel Mathewson, *art dir.;* Effie Mitchell, *prod. mgr.;* Julie Coleman, *cpy. chf.;* Thomas C. Carson, *rsrch. dir.;* Myrtle Myles, *histrcl. rsrch. dir. A. e.'s:* Thomas C. Carson,

Thomas C. Wilson, Ray L. Jefferson.

Marjorie Wilten Advertising
7603 Forsyth St., Clayton, Mo. Volenteer 3-3322. Max A. Wilten, *p., prod. mgr., tv dir.;* Marjorie S. Wilten, *p., cpy. chf., rad. & publ. dir.;* R. Miller, *art dir.*
Media Dept.: Max A. Wilten, *dir., space b. & tb.*

Robert Wiltman Co., Inc.
223 Fourth Ave., Pittsburgh 22, Pa. Express 1-0540. Robert F. Wiltman, *pres. A. e.'s:* William A. Daley, Arthur J. Kiefer.
Media Dept.: Mildred T. Hensler, *dir.*

Winius-Brandon Co.
1706 Olive St., St. Louis 3, Mo. Chestnut 1-6380. Enno D. Winius, *pres. & a.e.;* C. A. Brandon, *exec. v.p. & a.e.;* William L. Sanborn, *v.p., treas. & a.e.;* G. R. Bishop, *sec.;* V. L. Morelock, *v.p., tv & rad. dir.;* Andy Turina, *prod. mgr.;* J. H. Stevens, *art dir.;* James A. Firth, *dir. rsrch.;* Margaret M. Bierman, *libr. A. e.'s:* Walter Winius, V. L. Morelock, W. H. Austin, James R. Gimblett, James D. Nevins.
Media Dept.: G. R. Bishop, *dir.*

M. L. Winkler Co. Advertising
710 N. 12th St., St. Louis 1, Mo. Central 1912. M. L. Winkler, *pres., tv-rad. dir.;* Marie Winkler, *v.p.;* B. Meisenbach, *art dir.;* D. Dunn, *prod. mgr. & cpy. chf.*
Media Dept.: M. L. Winkler, *space b. & tb.*

Marvin Winsett Advertising Agency
National City Bldg., Dallas 1, Tex. Randolph 3344. Marvin Winsett, *o., personnl. dir.*
Media Dept.: Marvin Winsett, *dir. & space b.*

Winston-Kane, Inc.
11 E. 47th St., N. Y. 17. Murray Hill 8-0180. Ellis Kane, *pres.;* Rose Kane, *v.p.;* Harry V. Kloos, *art dir.*

N. A. Winter Advertising Agency
Paramount Bldg., Des Moines 9, Iowa. 4-9154. N. A. Winter, *pres. & a. mgr.;* V. H. Winter, *sec.-treas.;* Harvey M. Brown, *v.p.;* Lu Decker, *prod. mgr.;* Ray Inman, *art dir. A. serv. dirs.:* Harvey M. Brown, James W. Wright.

William Winter Advertising
1320 S. W. 21st Ave., Portland 1, Ore. Capitol 7-3472. William Winter, *o.,* Barbara Elliott, *sec.;* William Mathis, *prod. mgr.*

Wisconsin Advertising Service
2329 W. Wells St., Milwaukee 3, Wis. We 3-2232. Don Raymore, *o.*

Witte & Burden
5757 Cass Ave., Detroit 2, Mich. Trinity 2-1120-1-2-3. Paul F. Witte, *p. & a.e.;* W. Wilson Burden, *p. & a.e.;* Steven Powell, *prod.;* George L. Appel, *a.e.*

Ted Witter Advertising Agency
1419 Cleveland St., N.W., Canton 3, Ohio. 4-6566. Ted Witter, *pres.;* Jack Butler, *art dir.;* Tom Marsh, *cpy. chf.;* B. E. Samuels, *prod. mgr.*

Fred Wittner Advertising
581 Fifth Ave., N. Y. 17. Plaza 9-7120. Fred Wittner, *mng. p. & a.e.;* Miriam Wittner, *p.;* Howard Linn Edsall, *exec. v.p.;* Robert C. Heyda, *v.p., dir. clnt. pub. rels.;* Monroe Campbell Jr., *v.p., mgr. creat. servs.;* Charles W. Kopf, *v.p. & a.e.;* Melvin Jacobson, *mgr. mktng.;* Ernest Waivada, *art dir.;* Harold E. Bisson, *prod. mgr.;* Russell F. Cox, *ass't prod. mgr.;* Gerald Jacobs, *cont.;* Edith Helen Roth, *exec. sec. A. e.'s:* Melvin Elliott, Jack Wolf, David Levy, John P. Maloney, Marvin S. Reese.
Media. Dept.: Melvin Jacobson, *rsrch.*

Dean C. Wolf and Associates, Inc.
725 Statler Office Bldg., Boston, Mass. Hancock 6-7820. Dean C. Wolf, *pres.;* Allan E. Robinson, *rsrch. dir.*

Leo Wolf Advertising Agency
225 N. Wabash Ave., Chicago 1, Ill. Randolph 6-2838-9. Leo Wolf, *pres., art dir. & space b.*

Leonard Wolf & Associates, Inc.
743 Fifth Ave., N. Y. 22. Murray Hill 8-8220. Leonard Wolf, *pres., sec. & a.e.;* William Wolf, *v.p., cpy. chf. & a.e.;* John Stoner, *art dir.;* Marshall Ackerman, *a.e.*
Media Dept.: Richard Harris, *dir.*

Wolfe-Jickling-Conkey, Inc.
327 John R. St., Detroit 26, Mich. Woodward 1-1865. C. M. Jickling, *pres., treas. & a.e.;* R. E. Mulvogue, *v.p. & a.e.;* R. L. Marks, *prod. mgr. & art dir.*

Ed Wolff & Associates
418 First Federal Savings Bldg., Rochester 4, N. Y. Baker 2090. Lawrence Sterling, *p. & a.e.;* Alfred G. Scheible, *p., tv-rad. dir. & a.e.;* John M. Koenig, *p. & art dir.;* Earl B. Holdren, *p. & a.e.;* Dori Bartelt, *prod. mgr. A. e.'s:* Ernest R. Turner, Richard W. Kinney, George H. Clement, Francis G. Warwin, James L. Newman, Howard E. Dinkel, Thomas Holmes.

Maurice Wolff Advertising
506 Essex Bldg., Minneapolis, Minn. Federal 5-1291.

Womack & Nelson Advertising Agency
415 W. Fifth St., Odessa, Tex. Federal 2-7368. T. W. Womack, *p.;* Kenneth E. Esmond, p.; W. E. Snelson, *p.;* John Guffey, *a.e.*
Branch Office:
205 West Bldg., Midland, Tex. 2-2922. W. E. "Pete" Snelson, *mgr.;* William B. Philpott, *a.e.*

Woodard, Voss & Hevenor, Inc.
15 Elk St., Albany 7, N. Y. 3-1248. Philip Voss, *chmn bd., treas. & a.e.;* Tedford L. Woodard, *pres. & a.e.;* Horace L. Hevenor, *exec. v.p. & a.e.;* Edward T. Loveday, *v.p. & a.e.;* Paul S. Twichell, *v.p. & a.e.;* Douglas C. Warner, *art dir.;* Berthold Heyman, *prod. mgr.;* David De Porte, *cpy. chf.;* Robert D. Fertig, *tv & rad. dir. A. e.'s:* Paul S. Twichell, Robert D. Fertig.
Media Dept.: Anne M. White, *dir.*

G. B. Woodin Co.
11 N. Pearl St., Albany, N. Y. 62-3597. G. Bruce Woodin, *pres. & treas.;* Ogda Carlson, *sec.;* Edmond Good, *art dir.;* Wm. J. Shettsline, *art con.*

Albert Woodley Co.
155 E. 44th St., N. Y. 17. Murray Hill 2-6881. Albert Woodley, *o.:* Norman Mast, *treas.;* Charles Shelander, Edith Cooper, *art dirs.;* Eric Innes, *prod. mgr.;* Sarah Adams, *cpy. chf. A.e.'s:* Georgette Compton, Sarah Adams, Richard Sanna.
Media Dept.: Marilynn Peterson, *dir., space b. & tb.*

Merrill J. Woods Co.
1102 Inland Bldg., Indianapolis 4, Ind. Melrose 7-7837. Merrill J. Woods, *mgr. & space b.*

Woodward & Byron, Inc.
50 W. State, Westport, Conn. Capitol 7-9554. Mark B. Byron, *chmn bd.;* Van Lear Woodward, *pres.;* Thomas C. Cosgrove, *sr. v.p.;* Mark B. Byron, *sr. v.p.;* Edward Wade, *v.p.;* Ben West, *cpy. dir.*
Media Dept.: Van Lear Woodward, *exec. in chg.;* P. C. Cool, *b.*

Herbert E. Woodward Advertising
1221 Edgewood Rd., Havertown, Pa. Hilltop 7-0901.

Len Woolf Co.
2252 W. Beverly Blvd., Los Angeles, Calif. Dunkirk 8-2361. Len Woolf, *p., art dir. & prod. dir.;* Irving M. Woolf, *p., rsrch. dir. & cpy. chf.;* Richard A. Thompson, *prod. mgr. A. e.'s:* Irving W. Woolf, John W. Poer, Wilson L. Eyre, Mort Sinow.
Media Dept.: Irving W. Woolf, *space b. & dir.*

Ted Workman Advertising, Inc.
1324 National City Bldg., Dallas 1, Tex. Prospect 4247. Ted Workman, *pres.;* Robert A. Pigg, *v.p. & a.e.;* Iris Adams, *sec.-treas.*

World Wide Advertising Corp.
100 W. 55th St., N. Y. 19. Circle 6-7022. Nan T. Scholz, *pres.;* Donald A. Meyer, *v.p.;* Helene Meyer, *treas.*
Media Dept.: Helene Meyer, *space b.*

Wortman, Barton & Spohn, Inc.
345 Madison Ave., N. Y. 17. Murray Hill 4-5920. E. B. M. Wortman, *pres., treas. & a.e.;* Philip Kerby, *exec. v.p.;* Robert C. Spohn, *exec. v.p. & a.e.;* D. N. Wortman, *v.p. & sec.;* Oliver S. Sibley, *art dir.;* Hortense Essler, *prod. mgr. A. e.'s:* W. M. Tyack, Sheridan Sands, G. A. Fish, Robert Kaye, Jacques Ferrand, Wallace Campbell.

Wright Advertising Agency, Inc.
LaSalle Pkwy., Pittsford, N. Y. 433. Robert E. Wright, *pres.;* Albert L. Wright, *sec., treas. & cpy. chf.;* J. F. Finnegan, *publ. dir.*

Wright-Campbell-Suitt Advertising
203 N. Wabash Ave., Chicago, Ill. Central 6-6440.

George Wilfred Wright Advertising Agency

615 Wyoming Ave., Elizabeth 3, N. J. Elizabeth 2-6625. George Wilfred Wright, *prop.*

Frank M. Wulf Associates

417 Cuyahoga Savings Bldg., Cleveland 15, Ohio. Main 1-0344. Frank M. Wulf, *pres.*

Wyatt Advertising, Inc.

427 9th, San Antonio, Tex. Capitol 6-2226. William I. Wyatt, *pres.;* Mrs. Esther Stith, *rsrch. dir.;* A. J. Lewis, *cpy. dir.;* James R. Thompson, *prod. mgr.;* Bobby Hickman, *traff. mgr.;* Bill Lytle, *art dir. A. e.'s:* Tom Holbrook & Tim Collins.

Media Dept.: William I. Wyatt, Tom Holbrook, Tim Collins, *bs. all.*

Burton E. Wyatt & Co.

First National Bank Bldg., Atlanta, Ga. Ma 1121. Burton E. Wyatt, *o.*

Media Dept.: Mrs. Fain C. Thompson, *space b.*

Wyckoff & Associates

140 Geary St., San Francisco 8, Calif. Yukon 6-1352. Claes V. S. Wyckoff, *o.;* Cliff R. Shores, *creat. dir.;* Bill R. Middaugh, *art dir.*

Media Dept.: Rita Bucklin, *dir.*

Wyman Advertising

278 Post St., San Francisco 5, Calif. Douglas 2-2435. H. Jack Wyman, *pres., tv-rad. dir., publ., rsrch., personnl. dir. & a.e.;* Ruth J. Wyman, *v.p. & a.e.;* Frank T. Wilson, *art dir.;* Elizabeth A. Bliss, *prod. mgr.;* John A. Pope, *cpy. chf.;* John L. Selover, *a.e.*

Media Dept.: Ruth J. Wyman, *dir., space b. & tb.*

Wyse Advertising Agency

2728 Euclid, Cleveland, Ohio. Superior 1-0702. Marc A. Wyse, *pres.;* Lois Wyse, *v.p.;* Howard Marks, *a.e.;* Maggie Martin, *tv & rad. dir.;* Mort Epstein, *art dir.;* Sally Olds, *cpy.*

Media Dept.: Eve Reisz, *dir.*

Yardis Advertising Co., Inc.

2116 Walnut St., Philadelphia 3, Pa. Locust 4-2521-2-3. Raymond Rosenberg, *pres. & a.e.;* Bernard Bloom, *v.p. & art dir.;* Harold Ziebelman, *v.p., prod. mgr.;* Sol Silverstein, *v.p. & a.e.;* Sam Bushman, *publ. dir. & a.e.;* Meriam Ellman, *rsrch. dir. A. e.'s:* Janet Kriesman, Leonard Oxenberg, Gil Babbitt.

Media Dept.: Sol Silverstein, *dir.*

Thomas L. Yates Advertising Agency

1020 Summit Ave., Ft. Worth, Tex. Edison 5-4473. Thomas L. Yates, *pres. & a.e.;* Leon Paul, *sec. & treas.;* Harry Ottman, *a.e.*

John Yezbak & Co.

3214 Prospect Ave., Cleveland 15, Ohio. He 1-3232. John Yezbak, *pres. & a.e.;* Michael Nassif, *prod. mgr.;* M. R. Yezbak, *rsrch dir.;* John Pappas, *a.e.*

Yordan Art Studio

1133 Broadway, N. Y. 10. Chelsea 3-7717. Raymond M. Yordan, *pres. & art dir.*

Howard York Advertising

P.O. Box 1305, Lancaster, Pa. Millersville 4501.

Yorktowne Advertising Agency

Ninth Ave. at Queen St., York, Pa. 7141. D. Walter Wardrop, *pres. & a.e.;* E. M. Wardrop, *v.p.;* Richard Budding, *sec.;* Marlet Laucks, *art dir.;* W. O. George, *prod. mgr.*

Charles E. Yost Advertising Agency

Keystone Bldg., Pittsburgh 22, Pa. Atlantic 1-5843. Charles E. Yost, *pres.;* G. R. Brinling, *prod. mgr.;* Anthony Kozlosky, *art dir.*

G. W. Young

25 S. Main St., Dayton 2, Ohio. Fulton 0046. G. W. Young, *prop.*

R. H. Young & Associates

998 Farmington Ave., W. Hartford 7, Conn. Adams 2-4423-4. R. H. Young, *pres. & treas.;* E. M. Kenyon, *sec.;* C. E. Stocking, *art dir.;* James V. Ford, *art dir.*

Young & Rubicam, Inc.

285 Madison Ave., N. Y. 17. Murray Hill 9-5000. Sigurd S. Larmon, *pres.;* Louis N. Brockway, *exec. v.p. & chmn plns. bd.;* A. V. B. Geoghegan, *v.p. & co-chmn plns. bd.;* Frank Fagan, *sr. v.p.;* Harry Harding, *sr. v.p. & chg. contact dept.;* William H. Howard, *sr. v.p. & chg. new business;* Peter G. Levathes, *v.p.;* David Miller, *v.p. & gen. cnsl.;* Harry H. Enders, *v.p. & sec.;* George Farrand, *treas. V. p.'s:* Milford J. Baker, Edward T. Bond Jr., Harry B. Carpenter, Thomas W. Clark, Robert E. Clayton, George B. Dippy, J. Brooks Emory Jr., Frank L. Henderson, Wilson H. Kierstead, Alexander Kroll, A. Gardiner Layng, Randolph T. McKelvey, G. Montagu Miller, Walter K. Nield, Bernard Pagenstecher, Paul C. Richardson, William L. Shannick, William D. Thompson, Walter B. C. Washburn, Luis G. Weil, James P. Wilkerson; Robert P. Mountain, *v.p. & dir. tv-rad.;* Rod Erickson, *v.p. chg. acct. plnng. & supervsn.;* D. Y. Bradshaw, *operats. mgr. tv & rad. dept.;* David Levy, *v.p. tv & rad.;* Joseph A. Moran, *v.p. tv & rad.;* David Elton, *superv. local tv & rad. prod.;* Samuel Cherr, *v.p. mdsg. dir.;* Eldon E. Smith, *v.p., mgr. mdsg. dept.—Chicago also;* Eugene M. Skinner, *ass't mgr. mdsg. dept.;* George Gribbin, *v.p., dir. cpy., tv & rad. commercls.;* John B. Rosebrook, *v.p. mgr. cpy. dept.;* Robert D. Work, *assoc. cpy. dir.;* Charles Feldman, *v.p. assoc. dir. tv & rad. commercls.;* William J. Colihan Jr., *mgr. tv & rad. commercls.;* John Swayze, *superv. tv & rad. commercl. cpy.;* John Freese, *tv & rad. commercl. prod.;* Peter Langhoff, *v.p. dir. rsrch.;* Robert E. Stark, *mgr. rsrch. dept.;* Fred S. Sergenian, *v.p. art dir.;* Walter P. Glenn, *mgr. art dept.;* Ken R. Dyke, *v.p. dir. publ., pub. rels. & ass't to pres.;* Henry F. Woods Jr., *v.p. publ. rels.;* J. H. Geise, *v.p. chg. finance;* Wray Witten, *control;* G. A. Prosser, *personnl. dir.;* W. H. Skirm, *off. mgr.*

Media Dept.: Peter G. Levathes, *dir.;* William E. Matthews, *exec. ass't. Assoc. dirs.:* Frank Coulter Jr., Everett Erlick, George F. Leithner, Edward B. MacDonald, Charles T. Skelton, Henry L. Sparks; *Ass't dirs.:* Kirk Greiner, Lloyd Harris, Thomas Lynch; Raymond E. Jones Jr., *co-ordin., spot tv-rad.;* James J. Stack, *off. mgr.;* Richard D. Campman, *superv. of operats.;* Daniel Velsor, *budget contrl. superv. Bs.:* Warren Bahr, Kay Brown, Thomas Comerford, Florence Dart, William Dollard, Seymour Drantch, John Flournoy, Frank Grady, John Henderson, Vance Hicks, George Hoffman, Arthur Jones, Robert Kowalski, Arthur Meagher, Lorraine Ruggiero, Joseph St. Georges, Thomas Viscardi, Russell Young.

Branch Offices:

333 N. Michigan Ave., Chicago 1, Ill. Financial 6-0750. Eldon E. Smith, *v.p. & mgr. V. p.'s:* Albert W. Gass, Robert H. Brinkerhoff, Charles F. Fleischmann; D. G. Schneider, *v.p. & mdsg. dir.;* John B. Mills, *mgr. co-op. adv. acctg.;* Robert W. Mayer, *rsrch. dir.;* William W. Wilson Jr., *mgr. tv & rad.;* Karl F. Vollmer, *cpy. dir.;* Edwin W. Feare, *mgr. traff.;* Henry Oberster, *mgr. mechnicl. prod.;* Richard E. Gauen, *v.p. publ. & pub. rels.;* Ryna Ewry, *personnl. mgr.*

Media Dept.: *Bs.:* Richard C. Anderson, Marion E. Reuter; Richard G. Stevens, *b. otdr. & transptn.*

645 Griswold St., Detroit 26, Mich. Woodward 1-0067. Adlis P. Butler, *v.p. in chg.;* Walter C. Chamberlain, *v.p.;* Jack F. Worth, *cpy. dir.;* Claude R. Streb, *art dir.;* Errol T. Lyon, *mgr. traff. & mechancl. prod.;* Theoburn H. Wiant, *publ. & pub. rels.*

Media Dept.: Rodney C. Holbrook, *dir.*

Equitable Bldg., 120 Montgomery St., San Francisco 4, Calif. Douglas 2-6977. Edward A. Merrill Jr., *v.p. & mgr.;* Earl K. Angstadt, *jr. mdsg. dir.;* Richard Neely, *cpy. dir.;* Donald F. Sternloff, *art dir.;* John R. Baznik, *mechancl. prod.*

Media Dept.: James McManus, *dir.*

6253 Hollywood Blvd., Hollywood 28, Calif. Hollywood 9-2731. Robert T. Mountain, *v.p., dir. tv & rad.;* Walter Bunker, *v.p., dir. Hollywood tv & rad.;* Robert D. Hussey, *mgr. tv & rad.;* Raymond J. Wagner, *dir. tv & rad. operats.;* Don Quinn, *superv. comedy shows,* Milton Samuel, *mgr. publ. & pub. rels.*

611 Wilshire Blvd., Los Angeles 17, Calif. Madison 6-7641. Jack W. Smock, *v.p. & mgr.;* Thomas L. Burch, *v.p.;* Richard Halderman, *mdsg. dir.;* Charles E. Lasher, *cpy. dir.;* Robert W. Wheeler, *art dir.;* Joel Harvey, *mgr. mechanicl. prod.*

Media Dept.: George K. Allison, *dir.;* Dean Avery, *art b.*

660 St. Catherin St., W., Montreal 2, Que., Can. University 6-8941. Ward S. Hagan, *v.p. mng. dir. of Canadian operats.;* Walter J. Palmer, *rsrch.*

Media Dept.: Frank A. Collins, *dir.*

44 King St., W., Toronto 1, Ont., Can., Empire 3-5035. Raymond B. Collett, *v.p. & mgr.;* George T. Berthon, *v.p., mdsg.;* H. W. Clark, *superv. rad.;* B. C. LeRoyer, *rsrch.*

Media Dept.: George R. Lamont, *dir.*

Mexico S.A. Avenida Juarez No. 117. Mexico, D.F. Erikson 10-40-00 and 35-24-12. James B. Stanton, *v.p. & mgr.;* Jorge Cardone, *ass't mgr.*

Roxburghe House, 285 Regent St. WI, London, Eng. Regent 0211-5. A. O. Buckingham, *mng. dir.;* George Plante, *creat. dir.;* Thomas A. Reynolds Jr., *dir. & chmn plns. bd.;* Colin McIvler, *mdsg. dir.*

Yount Co.
12 E. 10th St., Erie, Pa. Erie 2-2816. M. A. Yount, *o.*; M. John Yount, *a.e.*; Ken Boone, *a.e.*; Richard Lewandoski, *prod. mgr.*; Luella Drenning, *sec.*; Richard Bitting, *art dir.*; Lee Tillman, *artist.*

Henry J. Zaleskie Advertising
24 W. 45th St., N. Y. 36. Murray Hill 7-3046. Henry J. Zaleskie, *o.*; J. D. Armstrong, *prod. mgr.*; Peter C. Ross, *a.e.*

Peter Zanphir Advertising
565 Fifth Ave., N. Y. 17. Plaza 3-8340.

Zeeland Advertising Agency
407 W. Washington, Zeeland, Mich. Rex Parsons, *gen. mgr.*

Roy Zeff & Associates, Inc.
664 N. Michigan Ave., Chicago, Ill. Roy D. Zeff, *pres. & a.e.*; William Mazur, *art dir.*; Grover A. Streich, *prod. mgr.*; Louis T. Davis, *cpy. chf.*

David Zibman Advertising
1015 Chestnut St., Philadelphia 7, Pa. Market 7-7813. David Zibman, *pres.*; Etta Zibman, *exec. v.p.*; Marsha Dvor, *sec.*; Karl Borish, *cpy. chf.*; Ida May Nelson, *art dir.*

Zimmer, Keller & Calvert, Inc.
28 Adams Ave., W., Detroit 26, Mich. Woodward 1-9151. Ralph E. Keller, *pres.*; H. W. Calvert, *exec. v.p. & a.e.*; A. H. Ritter, *v.p., tv-rad. dir. & a.e.*; Charles S. Kennedy, *prod. mgr.*; C. D. Vortman, *rsrch. dir.*; David A. Hallack, *dir. pub. rels.*; M. J. Denomme, *sec.*; R. J. Eavey, *rsrch. dir. A. e.'s:* J. F. McManus, L. B. Williams, R. H. Gass, V. E. Butterly, D. S. Gordon.
Media Dept.: C. D. Vortman, *dir.*

Zimmer-McClaskey Advertising Agency
1469 S. Fourth St., Louisville 8, Ky. Melrose 7-8781. Henry M. McClaskey Jr., *p. & a.e.*; Allen E. Zimmer, *p. & a.e. Art dirs.:* Edgar L. Carter, Jack T. Clellen, T. Dow Sanders; Harold A. Elfmann, *prod. mgr.*; Byron Hoskinson, *ass't prod. mgr.*; Graeme Gilmore, *tv-rad. dir. & a.e.*; Jean Drevenstedt, *traff.*; Ralph Leach, *rsrch. dir. & a.e. A. e.'s:* James M. Howe, James W. Auter, Emery Lewis.
Media Dept.: Ralph Leach, *dir.*

Zimmerman Advertising
603 Avondale Ave., P.O. Box 6371, Houston 6, Tex. Jackson 3-0032. W. B. Zimmerman, *o.*
Media Dept.: Mrs. Lloyd Koenig, *space b.*

Walter J. Zimmerman Associates
225 Lafayette St., N. Y. 12. Walker 5-0589. *A. e.'s:* Walter J. Zimmerman, Donald H. Blagg, Marilla Kohary.

Robert Zipprodt Advertising Agency
601 Court St., Clearwater, Fla. R. E. Zipprodt, *pres. & treas.*; N. M. Kessler, *art dir.*; Harry Prior, *publ. dir.*
Media Dept.: Dorothy L. Fitzgerald, *dir.*

John Marshall Ziv Co.
75 E. Wacker Dr., Chicago 1, Ill. Andover 3-3393. John M. Ziv, *pres., publ. dir. & a.e.*; Royal Ziv, *sec.*; Charles Roth, *mgr. art dept.*; Kenneth W. Hayden, *a.e.*

Zlowe Co.
65 E. 55th St., N. Y. 22. Plaza 3-1764. Irwin Zlowe, *o. & a.e.*; Benjamin C. Blake, *art dir.*; Milton Sutton, *cpy. chf. A. e.'s:* Lee Babin, Leonard H. Spring.
Media Dept.: Pauline Mann, *dir.*

S. E. Zubrow Co.
1420 Walnut St., Philadelphia 2, Pa. Kingsley 6-4710. Sol E. Zubrow, *pres.*; Julius M. Balick, *dir. of optns. & rsrch.*; William Lyons, *cpy. chf.*; Earl Kidd, *art dir.*; Theodore R. Stein, *dir. of mdsg.*; Gloria Davis, *prod. mgr. A. e.'s:* Sol E. Zubrow, William Drutt, John E. Lavin.
Media Dept.: William J. Kane, *dir.*

Zyck Advertising Co.
464 Sixth St., S. Naples, Fla. Midway 2-6581, 3-1431. John J. Zyck, *pres. & a.e.*; Kent R. Smith, *art dir.*; John Stebbins, *prod. mgr.*; Rufus Burnham, *cpy. chf.*; Beverly Sault, *publ. dir. A. e.'s:* Lois Anne Huber, Hubert Hendry.
Media Dept.: Doug Hendry, *dir.*

Film Producers, Distributors and Tv Services

(*Continued from page 66*)

Magno Sound
723 Seventh Ave., New York 19, N.Y.; CI 7-2320; Ralph Freedman, *pres.*
Sound recording services for film.

Major Television Productions, Inc.
1270 Avenue of the Americas, New York 20, N.Y.; PL 7-6990; Irving M. Lesser, *pres.*
Distribute program film.
Branch Offices:
Chicago, Ill.; 2003 N. Wabash Ave.; CE 6-1805; Howard Grafman
Detroit, Mich.; 2310 Cass Ave.; WO 2-7777; Mickey Zide
Houston, Tex.; 1109 Binz; JA 3-3069; Nathan Zelikow
Hollywood, Calif.; 5746 Sunset Blvd.; HO 2-4448
Toronto, Canada; 130 Carlton St.; WA 2-3163; Jerry Solway.

Malcolm Laboratories Corp.
244 West 49th St., New York, N.Y.; CI 6-6150; Joe Rice Malcolm, *pres.*
Developing and printing service.

Joel Malone Associates
1741 N. Iuar, Hollywood, Calif.;
Producer of film series.

Manhattan Film Service, Inc.
45 West 45th St., New York 36, N.Y.; JU 6-3173; Lars Calonius, *pres.*; James Seaman, *mgr.*
Service for producers: animation, opticals, titles, slidefilm, etc.

Manhattan Television Co.
9110 Sunset Blvd., Los Angeles 7, Calif.; Robert I. Kronenberg, *pres.*; Lester S. Tobias, *sls. mgr.*
Distributor for feature films; sls. representative for distributors.

Mannon Sound Stages, Inc.
112 West 89th St., New York 24, N.Y.; SU 7-5100; James Page Pagliaro, *pres.*; Frances B. Mannon, *sec.-treas.*
Studio rental.

Marathon Tv Newsreel
10 East 49th St., New York 17 N.Y.; MU 8-0985; Konstantin Kalser, *pres. & ex. producer*; Kenneth Baldwin, *v.p. & supvr. of prod.*, Charles Van Bergen, *v.p. of news & special events*, Jean Hauck, *office mgr.*, Cindy Karp, *distribution & traffic mgr.*
Produce and distribute industrial films, newsreels.

Mark VII Ltd.
4024 Radford Ave., No. Hollywood, Calif.; ST 7-0621; Jack Webb, *pres.*; J. R. Rodgers, *v.p.-treas.*
Produce film series.

Marterto Enterprises, Inc.
846 N. Cahuenga Blvd.; Hollywood 38, Calif.; HO 9-5981; Louis Edelman, *ex. producer*, Sheldon Leonard, *producer-dir.*
Producer of film series.

Martin-Polley Productions, Inc.
108 N. Jefferson St., Richmond, Va.; RI 2-7408; Donald T. Martin, *pres. & sls. mgr.*; G. Gibson Poley, *v.p. & dir.*; Edwin Miltz, *chf. cameraman.*
Producer of commercials, industrial & slide films.

Richard Marvin
340 West 72nd St., New York 23, N.Y.; TR 3-7932; Re-edit films for tv; distributor of industrial films "free" to tv.

The Maryknoll Fathers
Maryknoll, N.Y.; OS 2-2525; Rev. Albert J. Nevins, *dir.*, World Horizon Films.
Free distribution of religious-educational films.

Master Motion Picture Co.
50 Piedmont St., Boston 16, Mass.; HA 6-3592; Avner Rakov, *pres., o., mgr.*; Irving Ross, *prod. mgr.*
Producer of slide films and commercials.

Mastercraft Telefilms
Kingston Corners Bldg., Kingston, Penn.; BU 7-9919; Marvin Berg, *pres.*; Jim Mack, *prod.*
Producer of industrial, educational film & commercials.

Masterpiece Productions, Inc.
45 West 45th St., New York 36, N.Y.; JU 2-4717;
Distributors.

Robert Maxwell Associates
5746 Sunset Blvd., Hollywood 28, Calif.; HO 2-6027; Robert Maxwell, *exec. prod.*; Dusty Bruce and Rudy Able, *prod.*; Sumner Long and Peter Frank, *assoc. prod.*
Producer of film series.

MCA Tv, Ltd.
598 Madison Ave., New York 22, N.Y.; PL 9-7500; Wynn Nathan, *v.p. in charge of sls;* Louis Friedland, *v.p. station program sls. division;* Tom McManus, Jr., *international sls. division. Beverly Hills*: Robert Greenberg, *v.p. western sls. mgr. Chicago*: John Rohrs, *v.p. midwest sls. mgr. Dallas*: Layton Bailey, *southwestern sls. mgr.*
Distributor of tv film series.

Branch Offices:

Atlanta	Kansas City	Salt Lake City
Boston	New Orleans	Seattle
Buffalo	Miami	San Francisco
Cincinnati	Milwaukee	St. Louis
Cleveland	Minneapolis	Washington, D.C.
Detroit	Pittsburgh	
Houston	Philadelphia	

Toronto, Canada: Stuart Smith *v.p.* MCA (Canada) TV
London, England: Kenneth Cleveland
Paris, France: M. Teisseire.

McCadden Productions
1040 North Las Palmas Ave., Hollywood 38, Calif.; HO 4-2141; George Burns, *pres.*
Produce tv programs, commercials, film series.

Mercury International Pictures, Inc.
6611 Santa Monica Blvd., Hollywood 38, Calif.; HO 5-1101; Virgil Eugene Ellsworth, *pres.;* David Monahan, *v.p.*
Producer of film series, commercials and industrial films.

Morton McConnachie Productions, Inc.
630 Ninth Ave., New York, N.Y.; JU 2-0123; Producer of industrial-educational films and commercials.

McGowan Productions, Inc.
915 N. La Brea, Los Angeles 38, Calif.; OL 4-0711; Dorrell McGowan, *pres.;* Stuart E. McGowan, *co-prod. & dir.*
Producer of film series.

M.C. Pictures Corp.
1501 Broadway, New York 18, N.Y.; LO 3-6187; Armand Schneck, *pres.;* Jerome Balsam, *sls. mgr.*
Distributor of feature films.

Medallion Productions & TV Sales, Inc.
6000 Sunset Blvd.; Hollywood 28, Calif.; HO 2-6335; John A. Ettlinger, *pres.;* Hal Davis, *prod. mgr.;* Constance Lazar, *Western sls a.e.;* Pat Hammond, *office mgr.*
Producer-distributor of programs, cartoons and feature pictures.

Branch Offices:
444 Madison Ave., New York City 22, N.Y.: EL 5-4335; Alfred Ettlinger, *Eastern Sls mgr.*
203 North Wabash Ave., Chicago 1, Ill., CE 6-1805; Ben Barry, Howard Graffman, *midwest sls. mgr.*
Memphis, Tenn.: M. & M. Bldg. 1 Memphis National TV Corporation: 310 So. Harwood, Dallas, Tex. RA 5567; Fred Myers, *dist. mgr.* Realart & Lippert Pictures, Inc. 1632 Central Parkway, Cincinnati, Ohio; MA 1-4852
Wheeler Film Company, 920 New Jersey Avenue, N.W. Washington, D.C. St. 3-8938; Ross Wheeler
Donald Swartz Associates, 1109 Currie Ave., N. Minneapolis, Minn.; FE 8-7013; Don Swartz.

Medic Tv Productions
American National Studios, 7324 Santa Monica Blvd., Hollywood 46, Calif.; OL 4-3126; Worthington Miner, *exec. prod.;* Frank La Tourette, *prod.,* James E. Moser, *dir.*
Producer of film series.

Ray Mercer & Co.
4241 Normal Ave., Hollywood 29, Calif.; NO 3-9331; Raymond C. Mercer, *pres.;* Morton Stein *sls. mgr.;* James Handschiegl, *chf. technician.*
Opticals, special effects, titles, inserts, trick photography.

Mercury Artists Corp.
730 Fifth Ave., New York 19, N.Y.; Leonard Green, *pres.;* Budd Martin, *chg. of tv.*
Artists and literary representatives; packager of live & film programs.

Meridian Productions, Inc.
Goldwyn Studios, 1041 N. Formosa, Los Angeles 46, Calif.; HO 7-5111; William Self.
Produce film series.

Frank Merriwell Enterprises
1040 N. Las Palmas Ave., Hollywood 38, Calif.; HO 2-6311; Tony London, *ex. producer.*
Filmed production.

MGM-TV
701 Seventh Ave., New York, N.Y.; JU 2-2000: Arthur M. Loew, *pres.;* Charles C. (Bud) Barry, *v.p. chg. of tv.;* Richard Harper, *dir. of tv opns.;* Monroe Mendelsohn, *dir. of prom.;* Pete Jaeger, *Eastern div. sls mgr.*
Distributor of theatrical films.

Branch Office:
MGM Studios, 10211 West Washington, Culver City, Calif.

Charles Michelson, Inc.
45 West 45th. St., New York 36, N.Y.; PL 7-0695; Charles Michelson, *pres. & sls mgr.;* Martin Diamond, *prod. mgr.;* Aaron Michelson, *export mgr.;* R. Mantell, *traff. mgr.*
Distributor of film series; film buyer and station representative.
Mood music record library.

Midwest Film Studios
6808 N. Clark St., Chicago 26, Ill.; SH 3-1239; Alfred K. Levy, *prod. mgr.;* Natalie Guard, *ass't. prod. mgr.*
Producer of industrial-educational films and commercials.

Mikaro Studios
2826 Decatur Ave., Bronx, N.Y.; WE 3-3600; Gene Milford, *pres.;* Sidney Katz, *gen. mgr.;* Angelo Gotti, *studio supt.*
Studio rental; production & editing services.

Milner Productions, Inc.
3800 Liberty Heights Ave., Baltimore 15, Maryland; MO 4-4221-2 & LI 2-7147-48-49; Ervin M. Milner, *pres.;* Robert Fenwick, *v.p.*
Produce tv commercials.

Branch Office:
4125 Forest Park Ave., Baltimore 15, Md.; MO 4-4221-2 & LI 2-7147, 8, 9.

Minot Tv, Inc.
120 East 56th Street, New York 22, N.Y.; PL 1-5090; Charles M. Amory, *pres.;* Chesbrough L. Amory, *v.p.;* Justin M. Golenbock, *treas.;* Mary M. Dillon, *sec.*
Producer and distributor of films for tv.

MKR Films
619 West 54th St., New York, N.Y.; CO 5-4878; Sidney Katz, *pres.;* Gene Milford, *v.p.*
Editing services for producers.

Mode-Art Pictures, Inc.
1022 Forbes St., Pittsburgh 19, Pa.; EX 1-1846; James L. Baker, *pres. & chairman;* Robert L. Stone, *ex. v.p.;* H. John Kemerer, *v.p.,* Florence E. Baker, *sec.-treas.*
Produce commercials, industrial and program film.

Branch Offices:
Western Reserve Bldg.; West 9th & Superior, Cleveland 13, Ohio, SU 1-3333; Donald Clark Jones, *v.p.;* 6063 Sunset Blvd., Hollywood 28, Calif.; HO 4-3183.

Arthur B. Modell Television Productions, Inc.
310 East 44th St., New York, N.Y.; MU 3-0758; Charles H. Rosen, *v.p. & sls. mgr.;* Morton Zimmerman, *prod.-dir.;* Helen Hayers, *script editor.*
Producer of program & commercials and industrial-educational films.

Modern Teleservice, Inc.
219 East 44th St., New York 17, N.Y.; OX 7-2753; J. R. Ritenour, *pres.;* L. H. Dunton, *mgr. N.Y. office.*
Distributors of commercials, feature and industrial films.

Branch Offices:
237 East Ontario St., Chicago 11, Ill.
3450 Wilshire Blvd., Los Angeles 5, Calif.

William Mogle & Co., Inc.
200 West 57th St., New York 19, N.Y.; CO 5-4255; William Mogle, *pres.*
Producer of films & slides for philanthropic organizations.

Mogull Film Co.
112 East 48th St., New York 36, N.Y.; PL 7-1414; Charles Mogull, *pres.*
Distributor of program film.

Nelson Morris Productions, Inc.
270 Park Ave., New York 17, N.Y.; PL 3-1484; Nelson Morris, *pres.*
Producer.

Branch Office:
Mexico City: Dr. Mora #9; Victor De Palma.

William Morris Agency, Inc.
1740 Broadway, New York 17, N.Y.; JU 6-5100; Wallace S. Jordan, *chg. of radio-tv dept.;* Bob Cinader, *mgr. film dept.;* Sid Feinberg, *office mgr.;* Jerry Collins, *pub. rel. dir.*
Representative for producers of live and film shows; talent representative.

Branch Office:
151 El Camino, Beverly Hills, Calif.

Morton Productions
64 E. Lake St., Chicago 45, Ill.; CE 6-4144; Morton Jacobson, *pres.*

FILM

Produce and distribute films and transcribed radio shows.

Motion Picture Advertising Service Co.
1032 Carondelet St., New Orleans 1, La.; RA 2253; C. J. Mabry, *pres.;* Don Schueler, *gen. tv mgr.;* Paul Peters, *v.p.*
Producer of film series and commercials.
Branch Office 70 E. 45th St., New York 17, N.Y.

Motion Picture Center Studio
846 North Cahuenga Blvd., Hollywood 38, Calif.; HO 9-5981; Joseph Justman, *pres.;* N. Gayle Gitterman, *studio mgr.;* J. F. Delaney, *compt.*
Motion picture and television rental facilities.

Motion Picture Service Company
125 Hyde St., San Francisco 2, Calif.; OR 3-9162; Gerald L. Karski, *pres.;* Harold Zell, *v.p. in chg. of prod.*
Tv film commercials; program films to order.

Motion Pictures for Industry
2543 Kelton Ave., Los Angeles 64, Calif.; BR 0-4757; Harry O. Hoyt, *pres.;* Jim Scott, *exec. prod.;* Frank Rathbun, *sls. mgr.;* Merrill Cantrell, *treas.*
Produce industrial and tv film; commercials.

Motion Pictures for Television, Inc.
270 Park Ave., New York 17, N.Y.; PL 3-5600; Mathew Fox, *pres.*
Produce program film.

Motion Picture Stages, Inc.
3 East 57th St., New York 22, N.Y.; PL 3-4840; C. F. Vetter, Jr., *pres.;* Gerald Margolis, *sec.*
Film production facilities and services.

Movielab Film Laboratories, Inc.
619 West 54th St., New York 19, N.Y.; JU 6-0360; Frank Berman, *prod. mgr.*, Benjamin Bloom, *asst. prod. mgr.*
Laboratory services.

Movietone News, Inc.
460 W. 54th St., New York, N.Y.; CO 5-7200; Edmund Reek, *v.p.*
Producer of film newsreel; stock footage library.

MPO Television Films, Inc.
15 East 53rd St., New York 22, N.Y.; MU 8-7830; Judd L. Pollock, *pres.;* Marvin Rothenberg & Lawrence Madison, *v.p.;* Arnold Kaiser, *treas;* Gerald Hirschfeld, *dir. of photography.*
Producer of film commercials; public relations films; location and special effects photography.

MPTV Films, Inc.
460 Park Ave. New York, N.Y.; MU 8-5365; Ruben R. Kaufman, *pres.*
Distributor of theatrical features and shorts.

Owen Murphy Productions, Inc.
723 Seventh Ave., New York 19, N.Y.; PL 7-8144; Owen Murphy, *pres.;* Paul Cohen, *prod. mgr.;* Allan Chase, *creat. dir.;* Eric Lawrence, *supervising editor;* Ronald Cannavaro, *sls. mgr.*
Television spots; tv program package production.

Mutual Television Productions, Inc.
872 Sunset Blvd., Hollywood 46, Calif.; CR 1-1191; Edward M. Gray, *chf. exec.*
Producer of film series.

Michael Myerberg Productions, Inc.
234 West 44th St., New York, N.Y.; CH 4-4846; Arthur Gray Jr., *pres.;* Michael Myerberg, *v.p. & prod.;* John Bergen, Jr., *v.p.*
Sound stages and animation facilities.

Nasht Productions
580 Fifth Ave., New York 36, N.Y.; John Nasht, *prod.*
Producer of film series.

Nassour Studios, Inc.
8460 West 3rd St., Los Angeles 48, Calif.; OL 3-0400; William Nassour, *pres.* Edward Nassour, *v.p. & treas.;* Lloyd Laumann, *sec.*
Motion pictures and commercials for tv.

National Artists Corp.
711 Fifth Ave., New York 22, N.Y.; PL 9-6000; Luben Vichey, *pres.;* Robert Gewald, *radio-tv film dir.*
Represent musical artists.
Branch Office:
810 Auditorium Bldg., 427 West 5th St., Los Angeles 13, Calif.

National Association of Manufacturers
2 East 48th St., New York 17, N.Y.; MU 8-4200; G. W. Johnstone, *dir. of radio-tv;* Roger A. Young, *tv newsreel editor.*
Producer-distributor of film series.

National Audubon Society
1130 Fifth Ave., New York 28, N.Y.; EN 9-2100; Rea King, *dir. of radio-tv.*
Stock footage library of North American wildlife.

National Comics Publications, Inc.
480 Lexington Ave., New York 17, N.Y.; PL 9-5700; Whitney Ellsworth, *prod.;* Jay Emmett, *dir. of adv. & publ. rel.*
Holds rights and producer of film series.
Branch Office:
Superman, Inc., Kling Studios, 1416 N. La Brea, Los Angeles 28, Calif.

National Council of Catholic Men
1312 Massachusetts Ave., N.W. Washington 5, D.C. RE 7-3553; James Ward, *mgr. film office.*
Distributor of religious film.
Branch Office:
270 Park Ave., New York, N.Y.

National Council of Churches (Broadcasting and film commission)
220 Fifth Ave., New York 1, N.Y.; OR 9-2968; Albert Crews, *dir. of tv.*
Producer, distributor of religious film.
Branch Office:
Hollywood, Calif.; 5746 Sunset Blvd.; HO 4-7464; George Heimrich.

National Film Board of Canada
630 Fifth Ave., New York 20, N.Y.; JU 6-2400; John Duerkop, *sr. U.S. rep.;* Lyall Stewart, *rep.;* R. C. Ward, *travel film rep.*
Distributor of Canadian film in the United States.

National Juke Box Music, Inc.
1650 Broadway, New York 19, N.Y.; CI 6-5894; Barney Young, *pres.;* Alexander D. Nicol, *treas.*
Music licensor.

National Programming Service
4614 Norton Lane, Columbus 13, Ohio; EX 3775; Jerri Fredritz, *pres.;* Jeanette Ninas, *sls. rep.*
Producer of industrial film and commercials.

National Screen Service Corp., Television & Industrial Films Div.
509 Madison Ave., New York, N.Y.; CI 6-5700; Robert L. Gruen, *v.p. in chg;* William S. Kent, *dir. of sls & prod. supvr.;* Harry Semels, *prod. mgr.;* Carl A. Carbone, *prod. dir.;* Jack Schertz, *ass't. prod. mgr.;* Irving Weiner, *tv film editor.*
Produce tv commercials.
Branch Offices:
Thirty branch offices throughout the United States.
7026 Santa Monica Blvd., Hollywood, Calif.; GL 3136; Ben Ashe
Nascreno House, Soho Square, London, England; Arnold Williams.

National Studios
145 West 45th St., New York 36, N.Y.; JU 2-1926; H. A. Rosenberg, *pres.;* Lee Dresner, *sls. mgr.;* A. J. (Sonny) Rosenberg, *prod. mgr.*
Slides.

National Telefilm Associates, Inc.
60 West 55th St., New York 19, N.Y.; PL 7-2100; Ely A. Landau, *pres.;* Oliver A. Unger, *exec. v.p.;* Harold Goldman, *v.p.-chg. of sls.;* Edie Rein, *v.p.;* Martin Roberts, *dir of promotion and sls. serv.*
Distributors of feature and syndicated programs.
Branch Offices:
Chicago, Ill.; 430 N. Michigan Ave., Rm. 810; WH 4-3450; Jonny Graff, *v.p.*
Boston, Mass.; Statler Office Bldg.; LI 2-9633; N. W. Russo.
Los Angeles, Calif.; 8732 Sunset Blvd.; CR 1-1191; Ed Gray, *v.p.*
Memphis, Tenn.; 2605 Sterick Bldg.; JA 6-1565; Charles McNamee.
Minneapolis, Minn.; 1011 Currie Ave. N.; FE 8-7013; Don Swartz.

National Television Films
300 West Third St., Charlotte 1, N. C.; ED 4-6426; J. Francis White, *pres.;* Scott Lett, *sls. mgr.*
Distributors of feature films and quarter hour shows.

National Video Productions, Inc.
105 11th St., SE, Washington, D.C.; LI 6-8822; F. William Hart, *exec. v.p.*
Studio rental & production facilities.

NBC Television Films
663 Fifth Ave., New York 22, N.Y.; CI 7-8300; Robert D. Levitt, *v.p. & gen. mgr.;* H. Weller Keever, *dir. of sls.;* Daniel M. Curtis, *eastern sls. mgr.;* Leonard C. Warager, *administrative sls. mgr.;* William P. Breen, *southwest sls. supvr.;* Robert R. Rodgers, *New York City sls. supvr.;* John

The Allman Company, Inc.
N. W. Ayer, Inc.
Ted Bates & Company
Batten, Barton, Durstine & Osborn, Inc.
Benton & Bowles, Inc.
Leo Burnett Company, Inc.
Campbell-Ewald Company
Campbell-Mithun, Inc.
Compton Advertising, Inc.
Dancer-Fitzgerald-Sample, Inc.
Doherty, Clifford, Steers & Shenfield, Inc.
Doyle, Dane, Bernbach, Inc.
William Esty Company, Inc.
Foote, Cone & Belding
Geyer Advertising, Inc.
Gotham-Vladimir Adv., Inc.
Kenyon & Eckhardt, Inc.
Edward Kletter Associates, Inc.
Earle Ludgin & Co.
Richard Manoff
J. M. Mathes, Inc.
Maxon, Inc.
John F. Murray Advertising Agency, Inc.
McCann-Erickson, Inc.
Needham, Louis & Brorby, Inc.
Norman, Craig & Kummell
Ogilvy, Benson & Mather, Inc.
Robert W. Orr & Associates, Inc.
Sullivan, Stauffer, Colwell & Bayles, Inc.
J. Walter Thompson Company
Geoffrey Wade Advertising
Warwick & Legler, Inc.
Young & Rubicam, Inc.

The entire staff of MPO thanks all of the people at all of these great advertising agencies for having helped to make 1956 our busiest production year to date.

MPO TELEVISION FILMS, INC.,

15 East 53rd St., New York 22. MU 8-7830

MPO

Tony Brooks
Barbara Foerst
Jerry Hirschfeld
William Huston
Arnold Kaiser
Jerry Kleppel
Joseph Kohn
Lawrence E. Madison
George Marvin
Ira Marvin
Jeanne Osen
Paul Petroff
Judd L. Pollock
Sam Roberts
Marvin Rothenberg
Robert Rubin
Jack Safran
Reva Schlessinger
Werner Schott
Jerry Siegel
Victor Solow
Zoli Vidor
Arthur Weiss

We again look forward to the privilege of teaming our skills with your talents for the best tv commercials in the year ahead . . .

FILM

F. Tobin, *Northeastern sls. supvr.*
TV film syndication; film library stock shots.
Branch Offices:
Chicago 54, Ill.; Merchandise Mart; MO 4-6565; Edward A. Montanus, *central sls. mgr.;* Richard A. Baldwin, *south central sls. supvr.;* Robert B. Bersbach, *Chicago sls. supvr.;* Seymour Eaton, *north central sls. supvr.*
Hollywood, Calif.; Sunset & Vine: Clifford E. Ogden, *western sls. mgr.;* James M. Strain, *western sls. supvr.*
Toronto, Ont., Can., 225 Mutual St.; EM 3-3443; Leonard L. Headley, *mgr.;* Program & Custom Division.

Stanley Neal Productions, Inc.
475 Fifth Avenue, New York, N.Y.; Donald J. Lane, *pres.*
Production of tv spots, programs, and industrial films.
Branch Offices:
Chicago, Ill.; 435 N. Michigan Ave.; WH 4-3360; Robert Cummings.
1277 North Clark St., Los Angeles, Calif.; CR 6-8865; Sobey Martin.
Washington, D.C.; Munsey Bldg.; ST 3-0918; A. A. Ulin.

Ted Nemeth Studios
729 Seventh Ave., New York 19, N.Y.; CI 5-5147; Ted Nemeth, *o.*
Producer of industrial films, film inserts and commercials.

Netherlands Information Service
711 Third Ave., New York 17, N.Y.; CO 5-6216; Jeff van den Bogaert, *dir.;* Ann Buurman, *Head, Domestic Broadcasting Div.*
TV film on the Netherlands.
Branch Offices:
Holland, Mich.; Netherlands Museum; HO 3174; Willard C. Wichers.
San Francisco, Calif.; 1004 Mills Building; Montgomery St.; Judy G. Lynch.

New Albion Films, Inc.
991 Tennessee St., San Francisco 7, Calif.; VA 4-8484; Enid Thompson, *pres. chg. of sls.*
Producer of film series.

Newman-Schmidt Studios
713 Penn Ave., Pittsburgh 22, Pa.; GR 1-5414; H. W. Schmidt *o.*
Produce industrial and commercial film.

New World Productions
13273 Ventura Blvd.; North Hollywood, Calif.; ST 7-0674; Ted Robinson, *producer;* Sterling Barnett, *supervision;* Rod Yould, *supervision,* T. C. Atkins, *dir.;* P. H. Robinson, *dir.*
Producer of films for tv.
Branch Offices:
Statler Bldg., Boston 16, Mass.; LI 2-9633; N. W. Russo, *mgr.*
1224 N. Glenwood, Peoria, Ill.; PE 4-4787; Genevieve A. Watson, *mgr.*

Fred A. Niles Productions, Inc.
22 West Hubbard St., Chicago, Ill.; Fred A. Niles, *pres.*
Producer of industrial films and commercials.

Nola Studios
1657 Broadway, New York 19, N.Y.; PL 7-4870; Vincent J. Nola, *pres.*
Rehearsal studio rental.

John Norman Productions
P.O. Box 6863, Houston, Tex.; MA 3-6480; John Norman, *pres.;* Cabanne H. Link, *sls. mgr.;* Donald E. Cochran, *dir. of film opns.;* Zella R. Maxwell, *continuity dir.*
Producer of programs and commercials and industrial films.

North American Film Corp.
7417 Sunset Blvd., Hollywood, Calif.; Robert W. Larsen, *prod.;* Roger Garris, *industrial dept.*
Producer of industrial films and film commercials.

North American Television Productions, Inc.
222 E. 46th St., New York 17, N.Y.; MU 7-2931; E. M. Gluchsman, *pres.*
Producer-distributor of film series.

Northwest Motion Pictures
1716-30th Avenue West, Seattle 99, Wash.; GA 6391; Ray Paulsen, *pres. & gen. mgr.;* Edna Paulsen, *ass't. mgr.*
Produce industrial film.

Norvin Productions, Inc.
5746 Sunset Blvd.; Hollywood 28, Calif.; HO 2-6071; Leon Fromkees; *ex. producer.*
Produce film series.

Oberline, Inc.
P.O. Box 921, Beverly Hills, Calif.; CR 6-2726, WE 3-9128; Oliver Berliner, *pres.;* Richard M. Sherman, *sec.*
Produce programs.

O'Connor Productions
1040 N. Las Palmas, Hollywood, Calif.; HO 1-9937; Donald O'Connor, *pres.*
Producer of film series.

Official Films, Inc.
25 West 45th St., New York 36, N.Y.; PL 7-0100; Harold L. Hackett, *pres.;* Herb Jaffe, *ex. v.p.;* Herman Rush, *v.p. in chg. of sls.*
Distributors of film programs.
Branch Offices:
419 Boylston St., Boston, Mass., Dave Abbott
360 North Michigan Ave., Chicago, Ill.
3100 Raleigh Ave., Minneapolis, Minn.; Arthur Breecher.
1420 Walnut St., Phila., Pa.; Robert Conn.
1299 W. Peachtree St., N.W. Atlanta, Ga.; Jeff Davis
808 East Essex St., Glendale, Mo.; Jack Garrison
709 La Salle St., Abilene, Texas; John Kelley
150 Font Blvd., San Francisco, Calif.; Bernard Mackall.
1541 N. E. 27th Drive, Fort Lauderdale, Fla.

Olmsted Sound Studios, Inc.
1 East 54th St., New York 22, N.Y.; PL 1-0890; Richard B. Olmsted, *exec. v.p.*
Sound recording studios.

Olympia Film Productions, Inc.
112 West 48th St., New York 36, N.Y.; JU 6-1143; Leland M. Haas, *pres.;* Daniel H. Kahn, *sls. mgr.;* Joseph Greene, *creat. dir.*
Producer-director of film series.

Olympus Film Productions, Inc.
2222 Chickasaw St., Cincinnati 19, Ohio; James B. Hill, *o.*
Producer of film series and commercials.

On Film, Inc.
33 Witherspoon St., Princeton, N.J.; PR 1-6008; Robert Bell, *pres.,* F. E. Johnston, Jr. *treas.*
Produce commercials and industrial films.
Branch Office:
New York, N.Y. 10 East 49th St., PL 9-1976; Robert Bell.

Onyx Pictures Corp.
60 West 46th St., New York 36, N.Y.; PL 7-7417-18; Sam Lake, *pres.*
Distribute program film.
Branch Offices:
6000 Sunset Blvd., Hollywood, Calif.; John Ettlinger
310 South Harwood St., Dallas, Tex., Tower pictures
Fred Meyers Southern Tv Films, Inc. M.&M. Bldg.; Memphis, Tenn.

Sam Orleans & Associates, Inc.
211 W. Cumberland Avenue, Knoxville, Tenn.; KN 3-8098; Sam Orleans, *exec. prod.;* Lawrence Mollot, *assoc. prod.*
Film producers for industry and television.

Orrin Pictures
424 Beach 67th St., Arverne, L.I., N.Y.; BE 5-1123W; Joseph Ornstein, *pres. & sls. mgr.*
Distributor of feature film.

John Ott Pictures, Inc.
85 Hibbard Rd., Winnetka, Ill.; WI 6-5126; John Ott; *pres.*
Produce industrial film and film commercials; time—lapse photography.

Packaged Programs, Inc.
634 Penn. Ave., Pittsburgh 22, Pa.; GR 1-4756; M. E. Fierst, *chf. exec.;* J. H. Ware, *sls. mgr.*
Producer - distributor of programs, commercials and educational-industrial films.

Alfred T. Palmer Productions
130 Bush St., San Francisco, Calif.; DO 2-8177; Alfred T. Palmer, *o.*
Producer-distributor of industrial films, some "free" to stations.

Panda Productions
c/o Official Films Inc., 25 W. 45th St., New York, N.Y.; PL 7-0100.
Producer of film series.

Paramount Sunset Corp.
5842 Sunset Blvd., Hollywood 28, Calif.; HO 9-8111; Stanton M. Osgood, *gen. mgr.;* Barney Balaban, *pres.*
Studio rental.

Paramount Television Productions, Inc.
5800 Sunset Blvd.; Hollywood 28, Calif.; HO 9-3181.
Produce, distribute program film.

Paul Parry Productions
7557 Sunset Blvd., Hollywood 46, Calif.; HO 7-4774; Paul Parry, *pres.;* Frank K. Adams, *sls. mgr.;* Barney Dyer, *prod. mgr.*
Producer of industrial-educational films, commercials and programs.

Parsonnet Tv Film Studios, Inc.
46-02 Fifth St., Long Island City, N.Y.; ST 4-6163; Marion Parsonnet, *pres.*
Studio rentals.

Lindsley Parsons Productions, Inc.
Kling Studios, 1416 N. La Brea, Hollywood, Calif.; HO 3-2141; Lindsley Parsons, *pres.;* Warren Douglas & John Burrows, *staff prod.-dirs.*
Producer of film series.

Ray Patin Productions
6650 Sunset Blvd., Los Angeles 28, Calif.; HO 2-1147; Ray Patin, *pres.;* Gus Jekel, *v.p.;* Kay Himes, *sec.-treas.*
Producer of commercials and industrial films.

Lloyd Pearson Associates
420 Madison Ave., New York 17, N.Y.; TE 2-8821; Lloyd Pearson, *pres.*
Producer of live and film programs.

Parsonnet & Wheeler, Inc.
32 West 53rd St., New York 19, N.Y.; PL 3-6658; Sterling Wheeler, *pres.;* Anthony Z. Landi, *exec. v.p.*
Producer of film series and commercials.

Pathe' Laboratories, Inc.
105 East 106th St., New York 29, N.Y.; TR 6-1120; K. M. Young, *pres.;* W. C. MacMillen, Jr., *v. chairman;* O. W. Murray, *exec. v.p.;* D. J. Melamed, *v.p. finance;* Stephen Hume, *sec.;* Kurt E. Kanis, *sls. mgr.* A. J. Miller, *gen. mgr. New York operations.*
Laboratory services.
Branch Office:
Los Angeles 38, Calif.; 6823 Santa Monica Blvd.; HO 9-3961; O. W. Murray, *exec. v.p.*

Pathescope Co. of America, Inc.
580 Fifth Ave., New York 19, N.Y.; PL 7-5200; Edward J. Lamm, *pres.;* William M. Nelson, *exec. prod.;* James Pierce, *prod. mgr.*
Producer of film commercials, slide films, slides and telops.

P. C. Corp.
1407 Broadway, New York, N.Y.; WI 7-2055; Robert Gettinger, *pres.*
Distributor of program film.

Peerless Film Processing Corporation
165 West 46th St., New York 36, N.Y.; PL 7-3630; Kern Moyse, *pres.;* Victor C. Krupa, *v.p.;* R. S. Moyse, *v.p.;* Suzon S. Krupa, *sec.;* Barbara Holz, *treas.;* Raoul J. Menendez, *sls. mgr.*
Film protective treatment; film processing; distribution service.
Branch Office:
959 Seward St., Hollywood 38, Calif., HO 7-9223; Victor C. Krupa, *v.p.*

Pelican Films, Inc.
46 West 46th St., New York 36, N.Y.; CI 6-1751; T. J. Dunford, *pres.;* A. J. Zander, *v.p., director of animation.*
Producer of commercials and industrial films.

R. A. Pheelan Productions
550 5th Avenue, N.Y.C. 36, N.Y.; CI 6-1626; R. A. Pheelan, *producer.*
Produce public relations and instructional films and commercials.

R. Jason Phillips Assoc. Inc.
130 West 57th Street, New York City, N.Y.; JU 6-4174; R. Jason Phillips, *pres.*
Produce film series.

Photo-Art Commercial Studios
420 S.W. Washington St., Portland 4, Ore.; CA 7-5411; Claude F. Palmer, *pres.;* S. W. Vernon, *sls. mgr.;* Lewis Cook, *technical dir.;* David Baird, *chf. cameraman.*
Producer of commercials, slides and industrial and promotional films.

Photo Arts Productions, Inc.
2330 Market St., Philadelphia 3, Pa.; RI 6-3696; George M. Adams, *pres.;* Walter E. Dombrow, *v.p., dir. photography.*
Animation.

Photo-Library Inc.
141 East 69th St., New York, N.Y.; TR 9-3999; Roy Pinney, *mgr.*
Photographic picture agency; stock footage library; distributor of educational films.

Pictura Films Corp.
487 Park Ave., New York, N.Y.; PL 8-0275; Herman Starr, *pres.*
Producer of film series.

Picture Scores Television Corp.
115 West 45th St., New York 36, N.Y.; JU 6-1845; Harry Glass, *pres.*
Library of film music.

Pilot Productions, Inc.
6419 N. California Ave., Chicago 45, Ill.; AM 2-4141; C. Robert Isely, *pres.;* Maurice E. O'Brien, *exec. v.p. and treas.;* Robert L. Dedrick, *v.p.;* Arthur E. Borough, *sec. & gen. counsel;* Connie A. Andersen, *ass't. sec.*
Produce commercials, slides and industrial film.

Roy Pinney Productions, Inc.
19 East 57th St., New York 27, N.Y.; PL 3-3111; Roy Pinney, *pres.;* Marion Newman, *sls. mgr.;* William Ward Beecher, *art dir.;* Walter Kienzle, *prod. mgr.*
Producer of nature and adventure films; films on order.

Playhouse Pictures
749 N. Highland, Hollywood, Calif.; WE 8-2331; Adrian Woolery, *pres.;* Le Ora Thompson, *sls. mgr.;* Bill Melendez, *dir.;* Sterling Sturtevant, *designer.*
Producer of commercials and slides.

Polaris Pictures, Inc.
5859 West 3rd St., Los Angeles 36, Calif.; WE 8-2181; Perry King, *pres.;* Carl N. Brewster, *sls. mgr.;* William J. Gibson, *prod. mgr.;* Art Scott, *animation prod.*
Producer of commercials, documentaries and special purpose films.

Portland Productions
1018 Pamela Dr., Beverly Hills, Calif.; James Mason, *pres.;* V. K. Osborne, *bus. & prod. mgr.*
Producer of film series.

Post Pictures, Corp.
71 West 47th St., New York 36, N.Y.; JU 2-4870; H. A. Post, *pres.*
Distribution of features and shorts.

Premier Film & Recording Corp.
3033 Locust St., St. Louis 3, Mo.; JE 1-3555; Theodore P. Desloge, *pres.;* Wilson Dalzell, *v.p. & gen. mgr.;* James E. Darst, *sls. mgr.*
Rental of recording studios; producer of program and industrial films.

Princess Pictures, Inc.
11 West 42nd St., New York 36, N.Y.; LO 5-1535; Burt Balaban, *pres.;* Bernard Donnenfeld, *bus. mgr.;* Roy Rich, *prod.*
Producer of feature films and film series.

The Princeton Film Center, Inc.
Princeton, N.J.; PR 1-3550-1-2; Gordon Knox, *pres.;* Alfred F. Califano, *exec. v.p.;* Robert C. Molusky, *v.p. & sec.;* Leon Milner, *treas.;* Morton Dietz, *ass't. sec.;* Colston Browne, *ass't. treas.*
Production and distribution of film for tv.
Branch Offices & Studios:
861 N. Seward St., Hollywood 38, Calif.; HO 9-5174; Gordon Knox, *pres.*
270 Park Avenue, New York, N.Y.; PL 5-0322; Robert C. Molusky, *v.p.*
360 North Michigan Ave., Chicago, Ill.; RA 6-1011; Richard Lewis.

Procter & Gamble Productions, Inc.
Gwynne Bldg., P.O. Box 599, Cincinnati 1, Ohio; W. F. Craig, *dir. of programming;* W. M. Ramsey, *dir. of comml. prod.*
Producer of film series.
Branch Office:
1741 Ivar, Hollywood, Calif.

Producers & Writers, Inc.
32 West 53rd St., New York 19, N.Y.; PL 3-6658; Marion Parsonnet, *pres.;* Anthony Z. Landi, *exec. v.p.*
Producer of film series and commercials.

Producers Film Studios
540 Lake Shore Dr., Chicago Ill.; WH 3-1440; Jack H. Lieb, *pres.;* Warren H. Lieb, *sls. mgr.;* Walter A. Holtz, *chf. sound engineer;* Larry Johnson, *musical dir.*
Producer of film commercials; studio facilities.

Producers Representatives, Inc.
1270 Sixth Ave., New York 20, N.Y.; PL 7-6990; Irving M. Lesser, *pres.*

Production Center, Inc.
213 West 26th St., New York 1, N.Y.; OR 5-2211; Hyman (Hi) Brown, *pres.*
Studio rental.

Productions for Television
250 West 57th St., New York 19, N.Y.; JU 2-5200; Nat B. Eisenberg, *tv prod. dir.;* Jeanne Harrison, *exec. film prod.;* Marvin

FILM RECONDITIONING
- Scratches Removed
- Curled or Brittle Film Rehumidified
- Perforations and splices Repaired
- Oil and Dirt Cleaned Off
- Shrunken Originals Stretched

And don't forget PEERLESS TREATMENT for new, "green" prints to make them ready for hard usage
Get longer life from your prints!
PEERLESS FILM PROCESSING CORPORATION
165 WEST 46th STREET, NEW YORK 36, NEW YORK
959 SEWARD STREET, HOLLYWOOD 38, CALIF

Schlaffer, *prod.;* Morris Cohen, *traff. mgr.*
Producer of film commercials.

Productions on Film, Inc.
1515 Euclid Ave., Cleveland 15, Ohio; SU 1-9829; Robert Fleming Blair, *pres.;* Mel Horace, *v.p.*
Producer of industrial films and commercials.

Progressive Pictures
6351 Thornhill Dr., Oakland 11, Calif.; OL 2-0560; Ray Bainbridge, *pres.*
Producer-distributor of industrial-educational films.

Pyramid Pictures
1520 Spring St., NW., Atlanta, Georgia.
Producer of film commercials.

Pyramid Productions, Inc.
1 East 57th St., New York 22, N.Y.; PL 1-0430; Everett Rosenthal, *pres.;* Leonard Loewinthan, *exec. v.p.;* Clem Wyle, *pub. rel. dir.;* Barney F. Soloman, *prod. mgr.;* Robert Lewis Shayon & Alex March, *staff prod.;* Len Valenta, *dir.;* Elizabeth Mears, *casting dir.*
Producer of film series and live shows.
Branch Office:
221 West 57th St., New York, N.Y.

Q.E.D. Productions
556 W. 54th St., New York 19, N.Y.; JU 6-3919; Robert Baron & James Gaffney, *chf. execs.;* Don Lewis, *sls. mgr.*
Producer of programs, commercials & slides & industrial films; cutting, music scoring and film inserts.

QQ Motion Picture Titles
1243 Sixth Ave., New York, N.Y.; CI 7-2126; Miss Leni Dobos, *office mgr.;* Irving Sheib, *gen. mgr.*
Graphic arts & title work.

Quality Films, Inc.
1040 North Las Palmas, Hollywood 38; HO 7-3111; Charles Weintraub, *pres.;* Maurice Janov, *v.p.*
Features for television.
Branch Office:
Television Buying Syndicate; 9 East 75th St., New York, N.Y. Grace Cignarella, Herb Jacobs.

Quintet Productions, Inc.
15 W. 44th St., New York 36, N.Y.; MU 7-5011; Peter M. Piech, *pres.;* Russell Hayden, *v.p. chg. prod.;* Edward Berkson, *v.p. & sec.-treas;* William Vidas, *v.p. chg. sls.*
Producer-distributor of film series.
Branch Offices:
6052 Sunset Blvd., Hollywood, Calif.

HTP
HARRIS-TUCHMAN PRODUCTIONS
751 NORTH HIGHLAND AVENUE
HOLLYWOOD 38, CALIFORNIA
TELEPHONE WEbster 6-7189
Superior Films By Design
TV COMMERCIALS - SLIDE FILMS
INDUSTRIAL & TRAINING FILMS

Rabco Tv Productions
Hal Roach Studios, 8222 W. Washington Blvd.; Culver City, Calif.; Hal Roach Jr., *pres.*
Producer of film series.

Radio and Television Commission, Southern Baptist Convention
6248 Camp Bowie Blvd., Fort Worth 16, Texas; PE 8-2188; Rev. Paul M. Stevens, *dir.;* Clarence Duncan, *assoc. dir.*
Distribute religious films.

Radio & Television Packagers, Inc.
9 E. 40th St., New York 19, N.Y.; LE 2-1717; William D'Arcy Cayton, *chf. exec.;* Fred Ladd, *dir.*
Producer-distributor of film series.

Radio Corp. of America
Film Recording Studio, 411 Fifth Ave., New York 16, N. Y.; MU 3-7611; Everett Miller, *gen. mgr.*
Recording facilities.

Radio Television Arts
3819 Wilshire Blvd., Los Angeles 5, Calif.; DU 8-1323; Doria Balli, *chf. exec.;* Helen Thayer, *ass't.*
Producer of film commercials.

Rainbow Pictures, Inc.
5711 South Dixie Highway, Miami, Fla.; MO 1-7111; Walter Resce, *pres.;* E. F. Brigham, *prod. mgr.*
Producer of film commercials and industrial films; studio facilities for other producers.

Rapid Film Technique, Inc.
37-02 27th St., Long Island City 1, New York; ST 6-4601; Jack Bernard, *pres.;* Henry Lloyd, *sec.-treas.;* Sidney Dash, *sls. mgr.;* Jerry Gober, *prod. mgr.*
Scratch-removal, rejuvenation and repair service for film.
Branch Offices:
21 W. 46th St., New York 36, N.Y.; ST 6-4601; Jack Bernard, *pres.*

Rarig Motion Picture Co., Inc.
5514 University Way, Seattle 5, Wash.; KE 0707; Max H. Rarig, *pres.;* Edith A. Rarig, *v.p.-treas.;* Dottee Peters, *secy.;* James H. Lawless, *dir. of prod.*
Studio facilities; prod. of films to order.

Reid H. Ray Film Industries, Inc.
2269 Ford Parkway, St. Paul 1, Minn.; MI 9-1393; Reid H. Ray, *pres.*
Producer of film series, commercials.
Branch Offices:
208 La Salle St., Chicago, Ill.
8762 Holloway Dr., Hollywood, Calif.

RCA Recorded Program Services
155 East 24th Street, New York 10, N.Y.; MU 9-7200; E. Dunn, *mgr.* RCA Victor Custom Record Division; A. B. Sambrook, *mgr.* RCA Recorded Program Services; F. J. O'Donnell, *advertising and promotion mgr.*
Distributors of syndicated and feature length films.
Branch Offices:
Chicago 11, Ill.; 445 N. Lake Shore Dr.; WH 4-3530; William F. Reilly, *central sls. mgr.*
Hollywood 38, Calif.; 1016 N. Sycamore Ave.; OL 4-1660; William C. Gartland, *western sls. mgr.;* H. Grauel, *northwest sls. representative.*
Atlanta 3, Ga. 522 Forsythe Bldg.; JA 4-7703; Wallace D. Cochran, *southeastern sls. representative.*
Dallas, Texas; 1907-11 McKinney Ave.; RI 1371; Robert E. Fender, *southwestern sls. representative.*

Rebel Randall Productions
8255 Beverly Boulevard, Hollywood 48, Calif.; WE 3-8133; T. W. Brandes, Sr., *pres.;* Rebel Randall, *v.p., charge of sls.* T. W. Brandes, Jr.; *exec. producer,* Rudi Burns, *prod. ass't.;* Donald D. Brandes, *gen. mgr.*
Package film and live shows.

Redlin Productions, Inc.
10416 Canoga Ave., Chatsworth, Calif.; ST 4-9133; W. A. Redlin, *pres.*
Produce film series.

Roland Reed Productions
650 N. Bronson Ave., Hollywood, Calif.; HO 9-8321; Roland D. Reed, *pres.;* George W. Faust, *v.p. chg. sls.;* Guy V. Thayer, Jr., *exec. v.p.*
Producer of programs, commercials and industrial-educational films.
Branch Office:
521 Fifth Ave., New York, N.Y. Hampton W. Howard.

Reela Films, Inc.
17 N. W. Third St., Miami 32, Fla.; FR 4-2108; Stanley Stern, *pres.,* Charles Goldstein, *v.p.;* Frank Brodock, *gen. mgr.,* Arthur Gray, *sls. mgr.*
Producer of commercials, program and industrial film.

Reeves Sound Studios
304 East 44th St., New York 17, N.Y.; OR 9-3550; Hazard E. Reeves, *pres.;* Chester L. Stewart, *v.p. & gen. mgr.;* Lyman J. Wiggan, *chf. engineer.*
Studio rental.

Regal Television Pictures, Inc.
151 West 46th St., New York 19, N.Y.; JU 6-3675; Moe Kerman, *pres.*
Holds tv rights for feature films.

Rembrandt Films
35 West 53rd St., New York, N.Y.; JU 6-1966; William L. Snyder, *sls. mgr.*
Distributor of cartoons.

Republic Studios
4024 Radford Ave., N. Hollywood Calif.; PO 3-8411; H. J. Yates, *pres.*
Studio facilities.

Republic Television Features
64 E. Lake St., Chicago 1, Ill.; ST 2-0460; Capico Kapps, *pres.;* Joseph Kapps, *v.p.*
Produce and distribute program film.

Revue Productions, Inc.
4024 Radford, N. Hollywood, Calif.; SU 3-

8894; Karl Kramer, *chf. exec.;* Carl F. Hiecke, *exec. prod.;* Allen Miller, *prod. mgr.;* Bob Walker & Walt Whales, *casting dirs.*
Producer of film series.

Rex Films, Inc.
1564 Broadway, New York 36, N.Y.; JU 6-4611; Andre Feher, *pres.*
Distribution of religious (Catholic) motion picture film.

Sheldon Reynolds Productions, Inc.
c/o William Morris Agency, 1740 Broadway, New York 19, N.Y.; JU 6-5100; Bob Cinador, *mgr. film dept.*
Producer of film series in Europe; producer of feature pictures.

Rhode Island Development Council
State House, Providence 3, R.I.; JA 1-7100; Dennis J. Roberts, *Governor,* Thomas A. Monahan, *exec. dir., R.I. Dev. Council;* John E. Vance, *chf. information division;* Leonard J. Panaggio, *senior publ. and advertising specialist.*
Loan of television shorts.
Branch Office:
24 Mason St., Providence, R.I. Bo Bernstein, Inc.; Advertising Agency, Harry Bernstein.

Craig Rice Enterprises
1040 N. Las Palmas Ave., Hollywood 38, Calif.; HO 2-6311; Tony London, *pres.*
Producer of film series.

George Richfield Productions
c/o Major Television Productions, 1270 Sixth Ave., New York 20, N.Y.; PL 7-6990.
Producer of film series.

Robert Yarnall Richie Productions, Inc.
9 West 61st St., New York, N.Y.; CI 6-0191; Robert Yarnall Richie, *pres.*
Producer of film commercials.

Richter's Film Laboratory
1715 N. Mariposa, Los Angeles, Calif.; NO 4-3215.
Laboratory services.

Marion Riddick Productions, Ltd.
1102 Eberhard, Houston 19, Texas; JA 4-9653; Marion Riddick, *managing dir.,* William J. Urban, *assoc. prod.;* Hilda Goble, *art dir.;* Mildred Mihills Owens, *editor.*
Film programs, shorts.

Walter A. Rivers and Associates
60 Market St., San Francisco 11, Calif.; SU 1-1284; Walter A. Rivers, *pres.;* Alice Garrity, *sec.;* W. G. Rivers, *art dir.*
Producer of motion pictures for industry and tv.

Riviera Productions
1715 Via El Prado, Redondo Beach, Calif.; FR 5-4592; F. W. Zens, *exec. prod.;* Bert Hunt, *dir. of sls.;* Jack Kelly, *assoc. prod.;* A. W. Stevenson, *assoc. prod.*
Producer of programs and industrial-educational films.
Branch Offices:
566 E. Birch Drive, Euclid 23, Ohio; Al Rancati, *Cleveland representative.*
230 Westmoor Blvd.; Milwaukee 14, Wisc.; R. D. Zens, *Midwest representative.*

RKO-Pathe, A Sub-Division of RKO Teleradio Pictures, Inc.
1270 Avenue of the Americas, New York 20, N.Y.; JU 6-5050; Jay Bonafield, *v.p.,* Douglas Travers, *prod. mgr.*
Producer of theatrical short subjects, tv packages, commercials, industrial and institutional films.

RKO Television—a division of RKO Teleradio Pictures, Inc.
1440 Broadway, New York 18, N.Y.; LO 4-8000.
Producer-distributor of film series; distributor of features.
Branch Offices:
Albany—1048 Broadway, AL 3-3118
Atlanta—195 Luckie St., NW, JA 3-1971
Boston—122-28 Arlington St., HA 6-0457
Buffalo—505 Pearl St., CL 0743
Charlotte—215 West Fourth St., ED 3-7717
Chicago—1300 South Wabash Ave., HA 7-3629
Cincinnati—1634 Central Parkway, CH 1-1470
Cleveland—2340 Payne Ave., PR 1-5980
Dallas—376 Merchandise Mart, Ervay at Young St., RA 6175
Denver—807 Twenty-first Street, AL 5-0305
Des Moines—1022 High Street, DE 2-9171
Detroit—2310 Cass Avenue, WO 1-8681
Indianapolis—428 North Illinois Street, ME 5-2582
Jacksonville—128 East Forsyth Street, EL 6-0427
Kansas City, Mo.—1712-14 Wyandotte Street, HA 1-7740
Los Angeles—1980 South Vermont Avenue, RE 2-0151
Memphis—152 Vance Street, JA 6-1281
Milwaukee—732 West State Street, BR 1-4445
Minneapolis—1025 Currie Avenue, N., AT 6367
New Haven—124 Meadow Street, ST 7-2119
New Orleans—1418-20 Cleveland Avenue, RA 1148
Oklahoma City—710 West Grand Avenue, CE 2-0271
Omaha—1508 Davenport Street, AT 5424
Philadelphia—250 North Thirteenth Street, LO 7-3555
Pittsburgh—1809-13 Blvd. of Allies, GR 1-2237
Portland—915 Northwest Nineteenth Avenue, CA 7-6535
St. Louis—3143 Olive Street, JE 3-3000
Salt Lake City—204 East First Street, S. DA 2-5528
San Francisco—251 Hyde Street, Or 3-2808
Seattle—2316 Second Avenue, EL 8225
Washington—932 New Jersey Avenue, NW, DI 7-3672

Hal Roach Studios
8822 W. Washington Blvd., Culver City, Calif.; TE 0-3361; Hal Roach Jr., *pres.,* Sidney S. Van Keuren, *v.p.-gen. mgr.*
Produce film series and film commercials; studio facilities.

Richard S. Robbins Co.
163 Bleecker St., New York 12, N.Y.; SP 7-2568; Richard S. Robbins, *pres.;* Bryce Gorman, *prom. mgr.;* Edward Finch, *sls. mgr.*
Contact organizations representing give-away programs.

Clete Roberts Productions
321 S. Beverly Dr., Beverly Hills, Calif.; BR 2-8125; Clete Roberts, *pres.;* Joseph Brenner, *v.p.*
Producer of news, documentary, sales and public relations films.

Rocket Pictures, Inc.
6108 Santa Monica Blvd., Hollywood 38, Calif.; HO 7-7131; Dick Westen, *pres.;* Harlow Wilcox, *v.p.;* Don Bartelli, *prod. mgr.*
Producer of commercials and audio-visual aids for business and industry.

Rockhill Productions, Inc.
18 East 50th St., New York 22, N.Y.; PL 9-7979; Stanley J. Wolf, *exec. prod.*
Producer of live and film shows.

Richard H. Roffman Associates
675 West End Ave., New York 25, N.Y.; RI 9-3647; Richard H. Roffman, *pres.;* Maurice Roffman, *exec. v.p.;* Sophie Speiser, *v.p.,* Malvina Cohn, *v.p.*
Production of tv film program material.
Branch Offices:
7755 Hollywood Blvd., Los Angeles, Calif. Alan Winston
1535 Locust, Denver, Colo., Frances Shooker.

Budd Rogers
1270 Sixth Ave., New York 20, N.Y.; CI 7-3945.
Owns rights to feature films.

Roy Rogers Enterprises
357 N. Canon Drive, Beverly Hills, Calif.; CR 4-6841; Roy Rogers, *pres.*
Produce film series.

Rogers & Cowan
17 East 48th St., New York 17, N.Y.; PL 9-6272; Joe Wolhandler, *pub. dir.*
Publicity for tv film producers and others.

Rolab Studios and Photo-Science Laboratories
Walnut Tree Hill, Sandy Hook, Conn.; GA 6-2466; Henry Roger, *pres.;* E. H. Roger, *sls. mgr.*
Producer of industrial films and commercials; camera work, time-lapse cinematography, experimental work, etc.

Roller Derby Associates
Broadway at 63rd St., New York 23, N.Y.; JU 6-4646.
Producer of film series.

Roquemore Films
44 Mt. Vernon Blvd., Hamburg, N.Y.; Everett E. Roquemore, *dir.;* Mildred B. Roquemore, *sec.*
Produce motion pictures and slide film.
Branch Office:
Buffalo 2, N.Y. (Studio); 42 Pearl St.; MO 3512.

Rothacker, Inc.
729 Seventh Ave., New York 19, N.Y.; CI 5-6878; Douglas D. Rothacker, Jr., *pres.*
Distribute industrial film.

Leslie Roush Productions, Inc.
333 West 52nd St., New York 19, N.Y.; CO 5-6430; Leslie M. Roush, *pres.;* John

FILM

Fox, *sls. mgr.*; Jules Sindie, *v.p.*
Producer of industrial film and commercials.

Danny Rouzer Studio
7022 Melrose Ave.; Hollywood 38, Calif.; WE 6-2494; Danny Rouzer, *o.*
Producer of commercials, kinescopes, film tests, industrial films. Studio & equipment rentals.

Royal Pictures, Inc.
47 Church St., Boston, Mass.; HA 6-3411; Sls representative in New England.

Ruby Tv Film Productions, Inc.
729 Seventh Ave., New York 19, N.Y.; CI 5-5640; Edward Ruby, *prod. mgr.*; Jack Rieger, *sec.-treas.*
Producers of industrial and theatrical film and commercials.

Hal Rummel
75 West Broadway, Salt Lake City, Utah.
Producer of industrial films and commercials.

Russell-Barton Film Co.
4853 Waller St., Jacksonville 5, Fla.; EV 9-7218; Gordon O. Russell, *pres.*; Donald E. Barton, *prod. mgr.*
Producer of spot commercials; producer-distributor of industrial films, some "free" to stations.

Jack Russell & Associates
203 N. Wabash Ave., Chicago 1, Ill.; ST 2-2818; Jack Russell, *pres.*; William C. Vidas, *sls mgr.*
Sales representative for distributors in the mid-west.

Ryder Sound Services, Inc.
1161 N. Vine St., Hollywood 38, Calif.; HO 9-3511; Gene Garvin, *gen. mgr.-sec.*
Sound recording for television films.

Sack Television Enterprises
213 S. Pearl Expressway, Dallas 1, Texas; RI 8-3069; Alfred N. Sack, *gen. mgr.*
Distribute program film.

Abe Saperstein Tv Enterprises
127 N. Dearborn St., Chicago 2, Ill.; DE 2-2427; Abe Saperstein, *pres.*
Distribute film series.
Branch Office:
Empire State Bldg., New York, N.Y.; LO 3-4677; J. Walter Kennedy.

James L. Saphier Agency, Inc.
9538 Brighton Way, Beverly Hills, Calif.; CR 1-7231; James L. Saphier, *pres.*
Artists and sls. representatives.

Sarra, Inc.
200 E. 56 St., New York, N.Y.; MU 8-0085; Valentino Sarra, *pres.* Morris D. Behrend, *ex. v.p.*; Karl Oeser, *v.p.*; John Henderson, 3rd, *sls. mgr. N.Y.*; Rex Cox, *creat. head.*
Commercials, industrial and sls. films.
Branch Office:
16 E. Ontario St., Chicago, Ill.; WH 4-5151; Michael Stehney, *prod. mgr.*

Saturn Films, Inc.
9123 Sunset Blvd., Hollywood 46, Calif.; CR 4-7029; Cy Roth, *pres.*; Herbert E. Selwyn, *v.p.*; Erwin Morse, *sec.*
Producers of feature & television films and series.

Bernard L. Schubert, Inc.
509 Madison Avenue, New York 22, N.Y.; MU 8-0940; Bernard L. Schubert, *pres.*; Wallace H. Lancton, *gen. mgr.*
Producers of live programs and distributors of film series.

Robert Schultz Associates
505 Fifth Ave., New York 17, N.Y.; OX 7-3749; Robert Schultz, *o.*; Gloria Schultz, *p.*
Talent representative.

Walter Schwimmer Company
75 East Wacker Drive, Chicago 1, Ill.; FR 2-4392; Walter Schwimmer, *pres.*; Bernard Crost, *sls. mgr.*; Arthur E. Pickens, Jr., *program dir.*
Distributors of syndicated tv film.
Branch Office:
527 Madison Avenue, New York, N.Y.; EL 5-4616; Pete Manners, *Eastern sls. mgr.*
S. W. Caldwell Ltd., 447 Jarvis St., Toronto 5, Ontario, Spence Caldwell, WA 2-2103.

Scope Productions, Inc.
4557-59 Marcy Lane, Indianapolis 5, Indiana; CL 5-3744; Robert L. Perine, *pres.*
Produce film commercials and programs.

Screencraft Enterprises, Inc.
8470 Melrose, Los Angeles, Calif.; OL 3-4463.
Producer of industrial films and commercials.

Screencraft Pictures, Inc.
15 West 44th St., New York 36, N.Y.; MU 7-5011; Edward Berkson, *pres.*; Myron Mills, *v.p.*; Peter M. Piech, *national sls. mgr.*
Distribution of feature films; syndication and tv series.
Branch Offices:
Congress Hotel, Chicago, Ill.; HA 7-9660; William Vidas
Hollywood, Calif.; 5746 Sunset Blvd. HO 2-4448; Tom Corradine.

Screen Gems, Inc. (Subsidiary of Columbia Pictures Corp.)
711 Fifth Avenue, New York 22, N.Y.; PL 1-4432; Ralph Cohn, *v.p. & gen. mgr.*; John Mitchell, *v.p. in chg. of sls.*; Ben Colman, *Eastern Area mgr.*
Production, distribution and syndication of film series.
Branch Offices:
238 Carlton House, 550 Grant St., Pittsburgh, Pa.; GR 1-6060, William Connelly, *Eastern Area Rep.*
751 Little Bldg., 80 Boylston St., Boston 16, Mass.; LI 2-7171; John Rossiter, *Eastern Area Rep.*
250 Poplar St., Hot Springs, Ark.; NA 3-6566; Frank Browne, *Southern Area mgr.*
3130 Maple Dr. N.E.; Atlanta 5, Georgia, EX 6100.
1527 N.W. Tenth St., Miami, Fla.; 9-5325; Frank Stone, *Southern Area Rep.*
1502 Latexo Drive, Houston 18, Texas; OX 4-7824; A. Frank Parton, *Southern Area Rep.*
4924 Greenville Ave., Dallas 6, Texas; EM 2450.
230 N. Michigan Ave., Chicago, Ill.; FR 2-3696; Henry Gillespie, *Mid Western Area Mgr.*
210 South 5th Street, Minneapolis, Minn.; FE 5-5343; Robert Donnelly, *Mid Western Rep.*
2459 Fenwick Road, University Heights 18, Ohio; EV 2-3438; Ev Jarrett, *Mid Western Rep.*
1334 N. Beachwood, Hollywood, Calif.; HO 2-3111; Richard Dinsmore, *Western Area Mgr.*; Thomas Seehof, *Western Area Rep.*
212 Beason Bldg.; Salt Lake City, Utah, EM 3-3903; Starley Bush, *Western Area Rep.*
995 Market Street, San Francisco, Calif.; DO-1060; Peter Cary, *Western Area Rep.*
444 Dexter Horton Bldg.; Seattle, Wash.; EL-5948; John Hunt, *Western Area Rep.*

Screen Televideo Productions, Inc.
333 S. Beverly Dr., Beverly Hills, Calif. BR 2-5381; Jacques Braunstein, *pres.*
Producer of film series.

Screen Tests to Order, Inc.
550 Fifth Avenue, New York 36, N.Y.; CI 6-1626; Raymond A. Pheelan, *managing dir.*
Screen testing service.

Screen Vues, Incorporated
P.O. Box 469, Des Moines 2, Iowa; AT 8-6925; J. Pawl Fitch, *pres. and gen. mgr.*
Producer of film promotional material, slides and news features.

Servo Corporation of America
20-20 Jericho Turnpike, New Hyde Park, N.Y.; FI 7-2810; H. Blackstone, *pres.*; C. F. Healey, *v.p.*; A. E. Theis, *v.p.*; F. G. Wiley, *dir. of sls.*

SESAC, Inc.
475 Fifth Ave., New York 17, N.Y.; MU 5-5365; Paul Heinecke, *pres.*; R. C. Heinecke, *treas.*; W. F. Myers, *dir. station relations*; Robert S. Stone, *dir. pgm. service.*
Music licensor and producer of transcribed library.

Don W. Sharpe Agency
1048 Carol Dr., Los Angeles, Calif.; CR 6-2044; Don W. Sharpe, *prod.*
Artist representative.

Rik Shaw Associates, Ltd.
55 West 42nd St., New York 36, N.Y.; LA 4-3988; Rik Shaw, *pres.*; Melvin Golomb, *sls. mgr.*; Jud Voxmax, *expediter.*
Slides, balops, telops, etc.

William R. Sheeky
150 Broadway, New York, N.Y.; RE 2-2495.
Distribute Pearl White silent film series.

Sherry Tv, Inc.
4024 Radford Ave., No. Hollywood, Calif.; ST 7-0621; Lew Wasserman, *pres.*
Produce films for television.

Shilin Film Service Corp.
450 West 56th St., New York 19, N.Y.; PL 7-0425.
Distributor of educational, religious and industrial films.

Al Simon Productions
General Service Studios, 1040 N. Las Palmas, Hollywood 38, Calif.; HO 4-2141; Al Simon, *pres.*; John Nicolaides, *compt.*
Producer of film series and commercials.

Skibo Productions, Inc.
165 West 46th St., New York 36, N.Y.; PL 7-2265; Patrick E. Shanahan, *pres.*; George Blake, *sec.*
Shorts for television rentals.

Charles E. Skinner Productions, Inc.
6226 Yucca St., Hollywood 28, Calif.; HO 2-6555; Charles E. Skinner, *pres.;* Raymond J. Rand, *gen. mgr.;* Arnold Daly, *sls. mgr.;* Tom R. Curtis, *exec. chg. prod.;* Nelson Gidding, *writer-editor.*
Producer of film commercials, film series and industrial-educational films.
Branch Office:
1600 Broadway, New York, N.Y. Charles Skinner & Raymond Rand.

Fletcher Smith Studios, Inc.
321 East 44th St., New York 17, N.Y.; MU 5-9010; Fletcher Smith, *pres.;* Charles Schettler, *v.p. & bus. mgr.*
Producer of industrial-educational films, commercials and film series.

Walter Harrison Smith Productions
136 E. 57th St., New York 22, N.Y.; EL 5-7212; Walter Harrison Smith.
Produce and distribute industrial & public relations films.

Snader-Cassyd Studio
1710 N. La Brea, Hollywood 46, Calif.; WE 9-2345; Louis D. Snader & Syd Cassyd, *ps.*
Studio rental and production services.
Branch Offices:
101 West 55th St., New York 19, N.Y.; Seymour Robbins.

Snader Productions, Inc.
1710 N. La Brea, Los Angeles 46, Calif.; HO 2-1261; Louis D. Snader, *pres.;* Jack Snader, *v.p. chg. sls.*
Distributor of film series.

Solar Productions, Inc.
California Studios, 650 N. Bronson, Hollywood 4, Calif.; HO 2-7141; Eugene Solow & Brewster Morgan, *prod.*
Producer of theatrical features and film series.

Song Ad Film-Radio Productions
6000 Sunset Blvd., Hollywood 28, Calif.; HO 5-6181; Bob Sande, *pres.;* Don Estey, *exec. v.p.;* Del Porter, *v.p.;* Larry Greene, *v.p.;* Dave Titus, *exec. prod. of industrial films;* Lloyd Vaughn, *animation prod.;* Hugh Hudson, *nat. sls. mgr.*
Producer of commercials and public relations films.

Sonney Amusement Enterprises, Inc.
1656 Cordova St., Los Angeles 7, Calif.; RE 1-7236; Dan Sonney, *pres.;* Edward Sonney, *v.p.*
Sales representative for distributors in the far west.
Branch Office:
149 Hyde St., San Francisco, Calif.

S.O.S. Cinema Supply Corp.
602 W. 52nd St., New York 19; PLaza 7-0440. Joseph A. Tanney, *pres.;* Oscar Lightstone and Dom Capano, *v.p.'s;* Mitch Radin, *sls. prom. mgr.*
Manufacturer and distributor of all motion picture processing, lighting, editing, projection and animation equipment.
Branch Office:
Hollywood 28, 6331 Hollywood Blvd. Alan C. Macauley, *western representative.*

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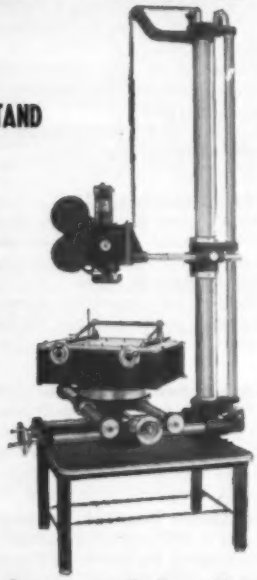

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Veterans Administration Hospital, Topeka, Kansas
Boeing Airplane Co., Wichita, Kansas

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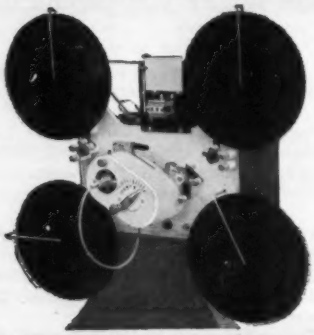

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FILM

Soundac Productions, Inc.
2133 N. W. 11th Ave., Miami 37, Fla.; FR 4-2655; Robert D. Buchanan, *pres.;* Clarence M. Schleh, Jr., *sec.-treas.;* Francis J. Noack, Jr., *art dir.;* Robert G. Biddlecom, *technical dir.*
Production of film commercials and syndicated animated film features.
Branch Office:
Buffalo 2, N.Y.; 295 Delaware Ave., CL 2-2066; Richard Ullman, *mgr.*

Sound Masters, Inc.
165 West 46th St., New York 36, N.Y.; PL 7-6600; Harold E. Wondsel, *pres.;* Frank Donovan, *v.p.;* Francis C. Wood, *exec. v.p.;* Tom Dunphy, *dir. of tv.*
Producer of industrial films and commercials; studio facilities for lease to producers.

Sound Services, Inc.
1021 North Seward St., Hollywood 38, Calif.; HO 3-1136; G. R. Glennan, *pres.;* R. W. Wight, *v.p.;* H. J. Herles, *sec.-treas.*
Studio recording facilities.

Southern Baptist Convention
Radio & Television Commission, 6248 Camp Bowie Blvd., Ft. Worth 16, Tex.; PE 8-2188; Rev. Paul M. Stevens, *dir. radio & tv. commission;* Clarence Duncan, *associate dir;* Kenneth Yarbrough, *technical dir.*
Producer & distributor of religious film series.

Southern Tv Films, Inc.
310 South Harwood, Dallas, Tex.; RA 5567; Fred A. Meyers, *pres.;* Arnold L. Savereide, *sls. mgr.*
Sales representatives.

Southwest Film Productions, Inc.
5301 S. Post Oak Rd., Houston, Tex.; MA 0681; Mailing address: P.O. Box 183, Bellaire, Tex. John Paul Goodwin, *pres.*
Producer of industrial films and commercials.

Southwestern Film Labs
2015 Young St., Dallas, Tex.
Producer of film commercials.

Sigmund Spaeth
400 E. 58th St., New York 22, N.Y.; PL 8-0879; Sigmund Spaeth, *pres.;* Constance Richel, *sec.*
Produce program film and film series.

Specialty Television Films, Inc.
1501 Broadway, New York 36, N.Y.; LO 4-5592; Jules B. Weill, *pres.;* Sam Greller, *sls. mgr.;* Monty Raphaelson, *head booker;* LO 4-5583.
Distribute film for tv.
Branch Offices:
Hollywood 28, Calif.; 5746 Sunset Blvd.; HO 2-4448; Tom Corradine
Chicago 1, Ill., 203 N. Wabash Ave.; CE 6-1805; Ben Barry
Philadelphia 7, Pa.; 309 N. 13th St.; LO 7-2698; Robert Gabriel
Minneapolis 3, Minn.; 1109 Currie Ave. No.; FE 8-7013; Donald Swartz
Houston 4, Texas, 1109 Binz; JA 3-3069; Nathan A. Zelikow.

Spectrum Film Productions
74-1-7403 Melrose Ave., Los Angeles 46, Calif.; WE 8-2564.
Producer of film series and commercials.

Spinn & Associates, Inc.
623 So. Wabash Ave., Chicago 5, Illinois; WE 9-7334; L. M. Spinn, *pres.*, Wm. McHugh, *prod.*
Animation—slides—effects.

Sportlite, Inc.
20 North Wacker Dr., Chicago 6, Ill.; CE 6-8955; Alfred D. Le Vine, *chf. exec. & sls. mgr.;* Mary Carroll, *comp.*
Distributor of film series; sales representative for producer-distributors.
Branch Offices:
1237 West Gray, Houston 19, Tex. David Varga.
19 East 53rd St., New York, N.Y. Everett Goodman.

Spotlite News (Hollywood Spotlite Newsfilm Service, Inc.)
607 N. La Brea Ave., Los Angeles 36, Calif.; WE 8-2191; Algernon G. Walker, *exec. dir.;* Jack Siegal, *dir. of sls.;* W. A. Blanchard, *news dir.*
Television newsreel service.
Branch Office:
2 Tudor City Place, 2-A-S; New York, N.Y.; MU 3-5629.

Square Deal Pictures Corp.
Pines Bridge Road, Ossining, N.Y.; OS 2-2617; Horace E. Ayers, *pres.;* Don Marvin, *v.p.;* E. F. Marvin, *sec.-treas.*
Distribute films for television.

Stage Five Productions, Inc.
c/o General Service Studios, 1040 N. Las Palmas, Hollywood, Calif.; HO 7-3111; Ozzie Nelson, *prod.-dir.;* Paul Helmick, *ass't. dir.;* Leo Pepin, *prod. supvr.*
Producer of film series.

Standard Radio Transcription Services, Inc.
360 N. Michigan Ave., Chicago 1, Ill.; ST 2-5322; Milton M. Blink, *pres.;* Olga Blohm, *mgr.*
Transcribed music library and sound effects.

Standard Television
321 S. Beverly Dr., Beverly Hills, Calif.; CR 4-6869; Bob Berger, *pres.*
Distribute film for television.

Standard Television Corp.
745 Fifth Avenue, N.Y. 22, N.Y.; EL 5-7566; Archie A. Mayers, *pres.*
Distribute film for television.

Stark-Films
Howard & Center Sts., Baltimore 1, Md. Milton Stark, *pres.*
Producer of industrial films; distributor of films "free" to stations.

Station Distributors, Inc.
1407 Broadway, New York, N.Y.; WI 7-2055; Robert S. Gettinger, *pres.*
Produce program film.

Stephens Tru-Sonic Inc.
8538 Warner Dr., Culver City, Calif.; TE 0-6671; B. D. Cirlin, *v.p.-gen. mgr.;* Bert Berlant, *pres.*
Manufacture high fidelity loudspeakers, microphones and wireless microphones.

Sterling-Movies, U.S.A.
205 East 43rd St., New York 17, N.Y.; OX 7-2520; Robert Kirsten, *dir. optns.*
Distributor of films "free" to stations.

Sterling Television Co., Inc.
205 East 43rd St., New York 17, N.Y.; OX 7-2520; Saul J. Turell, *pres.;* Bernice Coe, *sls. mgr.;* Herman Edel, *advtg. & pub.*
Distributor of film series, shorts, cartoons and feature films.
Branch Offices:
30 North La Salle St., Chicago, Ill. Elliot Abrams.
6715 Hollywood Blvd., Hollywood, Calif.

Larry Stern
12 West 72nd St., New York 23, N.Y.; TR 3-5115; Larry Stern, *pres.*
Sales representative.

Mark Stevens Productions
American National Studios, 7324 Santa Monica Blvd., Hollywood, Calif.; OL 4-0440; Mark Stevens, *pres.;* Charles Goldstone, *v.p.;* George Gottfried, *treas.*
Producer of film series.

Stevens Pictures for Television
101 Walton St., N.W., Atlanta, Ga.; WA 3479; Edward H. Stevens, *pres.;* Sam Ewing, *sls. mgr.*
Sales representative for distributors.
Branch Offices:
211 S. Pearl Expressway, Dallas, Tex. Jim Kier & Bill Butz.
9536 N.E. 2nd Ave., Miami, Fla. W. D. Besselieu.
416-A Broad St., Nashville, Tenn. Robert B. Davis.
19 W. Main St., Richmond, Va. Martin L. Hogan.

Charles Stockdale & Co.
1065 Military Dr., Salt Lake City, Utah.
Producer of industrial films and commercials.

Stock Shots to Order, Inc.
550 Fifth Ave., New York 36, N.Y.; CI 6-0960; Raymond A. Pheelan, *Managing dir.*
Color and b & w stock library, also produces backgrounds and inserts to order.

Mike Stokey Enterprises, Inc.
4202 Benedict Canyon Drive, Sherman Oaks, Calif.; ST 4-0458; Mike Stokey, *pres.;* John Hueners, *v.p.;* James Barnett, *v.p.*
Produce film and live productions for tv.
Branch Office:
38 East 57th St., New York 22, N.Y.; John Greenhut Enterprises, Inc. PL 1-2090.

Storyboard, Inc.
35 West 53rd St., New York 19, N.Y.; JU 6-3288; John Hubley, *pres.;* Joel Glickman, *prod. mgr.;* Emery Hawkins, *West Coast prod. mgr.*
Produce animated films.

John G. Stratford Film Corporation
113 West 57th Street, New York 19, N.Y.; JU 6-7390-91; John G. Stratford, *pres.;* George Newman, *v.p.;* Hyman Chipkin, *sec.;* S. M. Iger, *treas.*
Stock shot footage—Library; producer of industrial films.

Jack Strausberg Productions
225 N. Michigan Ave., Chicago 1, Ill.; CE 6-4727; Jack Strausberg, *pres.*
Producer of film commercials.

Wilbur Streech Productions, Inc.
135 West 52nd St., New York 19, N.Y.; JU 2-3816; Wilbur J. Streech, *pres.;* Joseph C. Bowman, Jr., *v.p. in chg. of sls.;* Harry Wuest, *prod. mgr.*
Production of tv films and commercials.

Strickland Films, Inc.
220 Pharr Rd., NE., Atlanta 5, Ga.; CH 5317-8; C. L. Strickland, *pres.*
Laboratory and production facilities; sound stage.

Studio City Television Productions, Inc.
4020 Carpenter St., N. Hollywood, Calif.; PO 3-8807; Morton W. Scott, *pres.;* Lester J. Nelson, *sec.-treas.*
Producer of film series and spot commercials.

Studio Film Service
7324 Santa Monica, Hollywood, Calif.; OL 4-3658.
Special effects, opticals, etc.

Studio Films, Inc.
380 Madison Avenue, New York 17, N.Y.; OX 7-2590; TWX, NYI-3036; Ben Frye, *exec. v.p.;* George G. Weiss, *v.p. synd.;* Jack Goldberg, *dir. theatrical div.*
Produce, distribute film series and musical shorts.
Branch Offices:
Houston 4, Texas. 1109 Binz St.; JA 3-3069; Nathan Zelikow
All-Canada Television
Toronto, 80 Richmond St. W., EM 6-9236
Montreal, 922 Dominion Sq. Bldg.; UN 6-9868
Winnipeg, 706 Elec. Ry., Chambers Bldg.; 926-861
Vancouver, 1161 Melville St.; TA 7461
Chicago 1; 203 N. Wabash; CE 6-1805; Barry-Craftman Assoc., Inc.
Detroit 15; 674 Alter Rd.; WO 1-9085; W. A. Pomeroy
Los Angeles 28; 6000 Sunset Blvd.; HO 2-6635; John A. Ettlinger, Assoc.
Minneapolis 3, 1109 Currie Ave., N.; FE 8-7013; Tele-Film Associates.

Sturgis-Grant Productions, Inc.
322 East 44th St., New York 17, N.Y.; MU 9-4994; Warren Sturgis, *pres.;* Benedict Magnes, *v.p. & gen'l. mgr.;* M. C. Romilly, *v.p.;* A. E. Snowdon, *sec.-treas.*
Produce medical, educational and industrial films.

Bill Sturm Studios, Inc.
723 Seventh Avenue, New York 19, N.Y.; JU 6-1650; William A. Sturm, *technical dir.;* Albert D. Hecht, *customer relations & sls. mgr.;* John E. Allen, *prod. mgr.;* Orestes Calpini, *creat. dir.;* Ken Walker, *animation dir.*
Produce film commercials and industrial film.

Sun Dial Films, Inc.
341 East 43rd St., New York 17, N.Y.; MU 6-2046; Samuel A. Datlowe, *o.-prod.*
Producer of industrial films and commercials.

Sunset Productions, Inc.
321 West 44th St., New York 36, N.Y.; CI 6-1000; Norman Moray, *pres.*
Hold rights to film series.
Branch Office:
Olive Ave., Burbank, Calif. Jack M. Warner Jr.

Sunset Stage
7417 Sunset Blvd., Hollywood, Calif.; HO 4-3658.
Sound stage rental.

Superman, Inc.
7324 Santa Monica Blvd., Los Angeles 46, Calif.; OL 4-8000; Whitney Ellsworth, *v.p.*
Produce television films.

John Sutherland Productions, Inc.
201 N. Occidental Blvd., Los Angeles 26, Calif.; DU 8-5121; John Sutherland, *pres. & gen. mgr.;* Ross Sutherland, *exec. v.p.;* Charles Bordwell, *v.p.*
Studio, animation and recording facilities.
Branch Offices:
New York 17, N.Y. 33 E. 48th St., PL 5-1875; Dale Armstrong.
Detroit 2, Michigan; 6560 Cass Ave., TR 2-2280, Ross Sutherland.

Swank Films, Inc.
333 Salem Ave., Dayton 6, Ohio; FU 0092; Jerrold A. Swank, *pres.*
Produce industrial film and film commercials.

Swanstrom Productions
7657 Melrose Ave., Hollywood 46, Calif.; WE 5-8680; Carl Swanstrom, *o.*
Produce industrial film and film commercials.

Swift-Chaplin Productions, Inc.
1136 North Highland Ave., Hollywood 38, Calif.; HO 2-0761; Charles F. Chaplin, *pres.;* Howard Swift, *ex. v.p.;* Miles Pike, *v.p.;* Harry Hinkle, *sec.-treas.*
Producer of custom-built filmed television commercials.

Synda-Pix—Los Angeles
9100 Sunset Blvd., Los Angeles 46, Calif.; CR 1-0713; Charles C. Alsup, *pres.*
Distributor of film series.

Synda-Pix S-P
719 Liberty Ave., Pittsburgh 22, Pa.; GR 1-5742; Peter Manners, *pres.*
Sales representative.

Syndicated Films
1022 Forbes St., Pittsburgh 19, Pa.; EX 1-1355; H. John Kemerer, *sls. mgr.*
Distribute film series.

T.C.A. Corp.
8533 Sunset Blvd., Los Angeles 46, Calif.; CR 6-4245; Lou Costello, *pres.;* Pat Costello, *v.p.*
Producer of film series.

TCF Television Productions, Inc.
1417 N. Western Avenue, Hollywood 27, Calif.; HO 2-6231; Lew Schreiber, *v.p.;* Irving Asher, *ex. in chg. of prod.;* Michel Kraike, *administrative exec.;* John K. Brent, *studio mgr.-cont.;* J. Paul Popkin, *prod. mgr.*
Producer of film series; commercials; studio rental service.

Teaching Aids Service, Incorporated
31 Union Square West, New York 3, N.Y.; WA 9- 3635; Gertrude Jacobs, *pres.;* John R. McCrory, *sec.-treas.*
Animation, filmstrips, titles.
Branch Office:
Main Office: Lowell Avenue & Cherry Lane, Floral Park, New York; FL 7-3109; Gertrude Jacobs, *pres.*

Technisonic Studios, Inc.
1201 Brentwood, Brentwood 17, Mo.; PA 7-1055, PA 1-2400; Charles E. Harrison, *pres.*
Complete sound recording facilities for disk, tape, films.
Disk processing and pressing.
Complete 16mm production facilities.

Telamerica, Inc.
270 Park Ave., New York 17, N.Y.; EL 5-1422; John M. Whitakes, *pres.*
Producer of film commercials and industrial-educational films.

Telecast Films, Inc.
247 W. 46th St., New York 36, N.Y.; JU 6-5480; W. K. Hedwig, *pres.;* G. W. Hedwig, *treas. & sls. mgr.;* William Murray, *office and booking mgr.*
Producers and distributors of program films.

Telecine Film Studios, Inc.
100 S. Northwest Highway, Park Ridge, Ill.; TA 3-1418; Byron Friend, *pres.;* June Friend, *sec.-treas.;* Bryan Wright, *prod. mgr.;* Jack Richards, *dir. of photography;* Helen Leber; *office mgr.*
Produce industrial film, and film for tv.
Branch Office:
Burbank, Calif. 830 N. Myers; TH 2-6463; Henry Ball.

Tele-Film Associates
1109 Currie Ave., North, Minneapolis 3, Minn.; LI 7013; Don Swartz, *exec.*
Sales representative.

Telefilm Enterprises
38 East 57th St., New York 22, N.Y.; PL 8-3360; Charles Wick, *p.*
Producers & distributors of tv film series.

Telefilm, Inc.
6039 Hollywood Blvd., Hollywood 28, Calif.; HO 9-7205; J. A. Thomas, *exec.*
Complete laboratory facilities; sound recording studios.

Telemated Cartoons
70 East 54th St., New York 17, N.Y., MU 6-8933; Saul S. Taffet, *pres.*
Producer of slides, special effects, titles, and commercials.

Telemount Pictures Inc.
P.O. Box 1106, Santa Monica, Calif.; Henry B. Donovan, *pres.*
Produce program film.
Branch Office:
Flamingo Films, Inc., 509 Madison Ave., New York 22, N.Y.; Sy Weintraub.

Telenews Film Corp.
630 Ninth Ave., New York 36, N.Y.; JU 6-2450; Herbert Scheftel, *chairman of the bd.;* Robert K. Straus, *pres.;* Norman S. Livingston, *exec. v.p.;* Alfred Burger, *v.p.;* James H. Sachs, *sec. & treas.;* Richard Reiss, *ass't. sec.;* A. Douglas Comeaux, *ass't treas.;*

FILM

H. E. Heller, *stock footage library.*
Producer of business and government films; stock footage library.

Tele-Pictures, Inc.
145 N. Robertson Blvd., Beverly Hills, Calif.; CR 5-4535; E. J. Baumgarten, *pres.;* William J. Magginetti, *exec. ass't.*
Distribution of feature films for tv.
Branch Office:
360 N. Michigan Ave., Chicago, Ill.; Marvin Lowe, *v.p.*

Telepix Corporation
1515 N. Western Ave., Hollywood 27, Calif.; HO 4-7391; Robert P. Newman, *pres.;* Martin Weiner, *v.p.-sls.;* Robert Wiley, *sec.;* Ben Helphand, *treas.;* Pat Shields, *prod. mgr.*
Produce industrial films, commercials; production facilities.
Branch Office:
Chicago 35, Ill.; Telepix-Anderson Studios, 6620 Diversey Ave.; TU 9-1400; S. Frederick Anderson, *pres.*

Telescene Film Productions
287 Tenth Ave., New York 1, N.Y.; CH 4-0122; Robert D. Tobias, *pres. & sls. mgr.*
Producer-distributor of film series.

Television Adventure Films Corp.
9336 W. Washington Blvd.; Culver City, Calif.; TE 0-2931; Julian Lesser, *pres.*
Produce film for television.

Television Clearing House
7162 Melrose Ave., Los Angeles 46, Calif.; WE 5-7079; S. S. Liggett, *o.;* George E. Janes, *mgr. sls. distribution.*
Shipping, inspection, cleaning, processing, editing, etc. of film.

Television Film Distributors, Inc.
2081 Broadway, Denver 5, Colo.; AL 5-0110; Robert Patrick, *exec.*
Sales representative.

Television Film Productions
331 East Town, Columbus 15, Ohio; CA 4-8813; Richard C. Robbins, *pres.;* Robert Crandell, *sls. & service;* Joe McDonald, *cinematographer;* Margret Offinger, *film editor & sec.*
Producer of industrial-educational films and commercials.

Television Graphics, Inc.
245 West 55th St., New York 19, N.Y.; JU 6-1922; Bernard Rubin, *pres.;* Lee Blair, *sec.-treas.*
Animation, telops, slides and balops; producer of industrial films and commercials.

Television International Company
25 West 45 St., New York 36, N.Y.; PL 7-0100; Paul N. Robins, *gen. mgr.*
Serial, shorts, westerns, religious features.

Television Library, Inc.
3 East 57th St., New York 22, N.Y.; PL 3-4840; C. F. Vetter, Jr., *pres.*
Distribute program film.

Television Mat Service Co.
129 East 18th St., New York 3, N.Y.; GR 3-8384; Charles Woodruff, *o.*
Producer of animatic strips, slides, etc.

Television Programs of America, Inc.
488 Madison Avenue, New York 22, N.Y.; PL 5-2100; Edward H. Small, *chairman of the bd.;* Milton A. Gordon, *pres.;* Michael M. Sillerman, *exec. v.p.;* Bruce Eells, *v.p. Western Division;* William H. Fineshriber Jr., *v.p., New York Division;* Hardie Frieberg, *v.p., Eastern Division,* Vincent Melzac, *International Division.*
Producers and distributors of motion pictures made for tv.
Branch Offices:
360 N. Michigan Ave. Suite 810, Chicago 1, Ill.; DE 2-0123; Robert W. (Pat) O'Brien, *mgr.*
5746 Sunset Blvd., Hollywood 28, Calif.; HO 2-6071; Bruce Eells, *v.p. Western Division.*

Television Recording Service, Inc.
1410 N. Van Ness Ave., Hollywood, Calif.; HO 2-0871; Benjamin Berg, *pres.;* Hazel M. Berg, *sec.-treas;* J. Henry, *technician.*
Professional recordings.

Television Screen Productions, Inc.
17 East 45th St., New York 17, N.Y.; MU 7-7896; Charles J. Basch, Jr., *pres.,* Frances Scott, *v.p. and sec.;* Clarence Schmidt, *treas.*
Film programs & commercials.

William Tell Productions, Inc.
135 Central Park West, New York, N.Y.; SU 7-0610; William Clemons, *pres.;* Karl Gericke, *exec. prod.*
Producer of film series.

Tel Ra Productions
1518 Walnut St., Philadelphia 2, Pa.; KI 6-4140; W. Wallace Orr, *pres.;* George J. Kerrigan Jr., *v.p. & sls. mgr.;* Carol Daly, *traff. mgr.*
Producer-distributor of film series & commercials.

Mischa Terr, Inc.
1276 N. Crescent Heights, Hollywood 46, Calif.; OL 4-7506; Mischa Terr, *pres.*
Produce film for television.

Terrytoons, A Division of CBS Television Film Sales, Inc.
38 Centre Avenue, New Rochelle, N.Y.; NE 2-3466; William M. Weiss, *v.p. & gen. mgr.;* Gene Deitch, *creat. supvr.;* Newell T. Schwin, *sls. mgr.*
Producer of animated theatrical shorts, tv programs & commercials.
Branch Office:
Sales Office: 485 Madison Avenue, New York 22, N.Y.; PL 1-2345; Newell T. Schwin, *sls. mgr.*

Texas Rasslin'
Cadiz and Industrial Blvd., Dallas 7, Texas; RI 8-2083 & RI 8-2173; Ed McLemore, *pres.;* Maurice Beck, *gen. & sls. mgr.*
Wrestling films.
Branch Office:
102 Peter St., Toronto 2B, Ontario, Canada.

Theatrical Enterprises, Inc.
65 East 55th St., New York 22, N.Y.; PL 5-6227; Dave Savage, *pres.;* Jay Williams, *v.p.;* Jack Talan, *artist management.*
Representative for artists and package producers.

Theodore Productions, Inc.
730 Fifth Ave., New York 19, N.Y. JU 6-4312; Rex Marshall, *pres.;* G. F. Foley, *v.p. & sls. mgr.*
Producer of live shows and film series.

Thompson-Koch Co., Inc.
1450 Broadway, New York 18, N.Y.; LA 4-6400; Robert Hall, *dir. of tv.*
Places clients series on tv.

Times Square Productions, Inc.
145 West 45th St., New York 36, N.Y.; CI 6-4443; Charles W. Curran, *pres.*
Producer of film series and commercials.

Toddy Pictures, Co.
148 Walton St., Atlanta 1, Ga.; MU 8-3117; Ted Toddy, *pres.;* James Robert, *sls. mgr.;* C. Small, *tv advertising & script.*
Producer-distributor of theatrical film.

Tomlin Film Productions, Inc.
480 Lexington Ave., New York 17, N.Y.; PL 8-3070; Fredrick A. Tomlin, *pres.;* Carl A. Tomlin, *v.p. & bus. mgr.*
Producer of industrial films and commercials.

TransAmerican Broadcasting and Television Corp.
118 E. 40th St., New York, N.Y.; OX 7-5445; John L. Clark, *pres.*
Produce program, commercials and industrial film.

Trans-Continental Films, Inc.
723 Seventh Ave., New York, N.Y.; PL 7-6844; Mr. Cordero, *exec.*
Distributor of foreign language features.

Transfilm Incorporated
35 West 45th Street, New York 36, N.Y.; JU 2-1400; William Miesegaes, *pres.;* Walter Lowendahl, *exec. v.p.;* Robert Klaeger, *v.p. chg. tv film commercials;* William Burnham, *v.p. ch. sls.;* Michael A. Palma, *sec.-treas.;* Albert Boyars, *public relations dir.*
Production of tv commercials, industrial and commercial film, slide films.
Branch Office:
8255 Beverly Boulevard, Los Angeles 48, Calif.; WE 3-5953; Robert Drucker, *assoc. prod.*

Trans-Lux Television Corp.
625 Madison Ave., New York, N.Y.; PL 1-3110; Richard Brandt, *chf. exec.;* Richard Carlton, *v.p. chg. of sls.*
Producer of film series.

Trans-World Films, Inc.
Park Bldg., Pittsburgh 22, Pa.; CO 1-4404; Sidney N. Strotz, *pres.;* Harry Kodinsky, *v.p.*
Produce program film.

Trendle-Campbell-Meurer, Inc.
28 W. Adams Ave., Detroit 26, Mich.; WO 2-9184; Raymond Meurer, *sec. & gen. counsel.*
Producer of film series.

Tribune Films, Inc.
141 E. 44th St., New York, N.Y.; MU 7-2590; Roma Sfreddo, *pres.*
Distribute industrial film.

Trident Films, Inc.
510 Madison Avenue, New York 22, N.Y.; PL 9-3580; Charles F. Schwep, *pres.;* Guy K. Benson; *v.p.;* Philip Landock, *prod. supvr.*
Produce program film and film commercials, sponsored films.

Tri-State 16 MM Productions
P.O. Box 112, Pittsburgh 30, Pa.; George LaRay, *o. & prod. mgr.*
Producer of film series, commercials; sound track recording.

Tv Art Productions
7 North 7th St., St. Louis 1, Mo.; CE 1-4757; Daniel Bishop, *pres.;* William Hunn, *v.p.;* William Hunn, *visualization & prod.*
Titles, balops, telops, slides, etc.

Tv Cartoon Productions
222 Kearny St., San Francisco 8, Calif.; YU 6-6075; Robert J. Mills, & Robert L. Hovorka, *p.;* Bob McNear, *sls. mgr.;* Richard Van Benthem, *designer-animator;* Edward A. De Mattia, animator; Bert Pezzini, layout-storyboard.
Producer of film commercials; slide films, slides, telops, etc.

Tv Department, Inc.
120 East 56th Street, New York 22, N.Y.; PL 1-5090; William R. Deering, *pres.;* Charles M. Amory, *treas.;* Mary M. Dillon, *sec.*
Producer of commercials.

Tv Inc.
9 East 75th St., New York 21, N.Y.; RH 4-4280; Herb Jacobs, *gen. mgr.;* W. D. "Dub" Rogers, *pres.;* Joe Floyd, *v.p.;* Ed Craney, *treas.;* Mel Wheeler, James Russell, William Smulling, Tom Bostic and Jim Manning, *dir.*
Buyers of film for stations.

Tv & Motion Picture Productions, Inc.
117 East Main St., Richmond, Va.; 3-4444; John C. Wood, *pres.;* E. P. Williams, *v. pres.;* J. C. Eanes, Jr., *sec.-treas.*
Produce industrial film and filmed commercials.

Tv Southern Co.
4300 Druid Lane, Dallas 5, Tex.; LO 6729; Ray Jones, *exec.*
Sales representative.

Tv Spots, Inc.
1037 N. Cole Ave., Los Angeles 38, Calif.; HO 5-5171; Shull Bonsall, *exec. v.p.;* Sam Nicholson, *creat. dir.;* Dorothy Johnson, *sls. dir.;* William Bauman, *mgr.*
Produce tv commercials.
Branch Office:
8 East 52nd St., New York 22, N.Y.; PL 5-4807; Dorothy Johnson, *sls. dir.*

Tv-Unlimited, Inc.
17 East 45th St., New York 17, N.Y.; OX 7-0725; Herbert Rosen, *pres.*
Production of program film.

Twentieth Century-Fox Television Productions, Inc.
444 West 56th St., New York 19, N.Y.; CO 5-3320; Spyros P. Skouras, *pres.;* Lem Jones, *head of short subjects dept.*
Producer of film series.

Richard H. Ullman, Inc.
295 Delaware Avenue, Buffalo 2, N.Y.; CL 2066; Richard H. Ullman, *pres.;* Marvin A. Kempner, *exec. v.p.;* Robert D. Buchanan, *prod. mgr.;* Edward H. Kavinoky, *sec.;* Mrs. Minna C. Thorn, *treas.*
Produce film series; Product group commercials.
Branch Offices:
2133 NW 11th Ave., Miami 37, Fla.; FR 4-6355; Robert D. Buchanan, *prod. mgr.*
301 South Kingsley Drive, Los Angeles 5, Calif.; DU 7-2423; Sam Ewing & Pat Cooney, *sls. mgrs.*

Unifilms, Inc.
329 East 47th St., New York 17, N.Y.; MU 8-9325; Charles E. Gallagher, *pres.;* Bill Adams, *client serv.*
Producer of industrial films and film commercials.

Unipix Productions, Inc.
721 Priscilla Lane, Burbank, Calif.; VI 9-4995; Norman L. Sper, *pres.*
Producer of film series.

United Film & Recording Studios
301 E. Erie St., Chicago 11, Ill.; SU 7-9114; William L. Klein, *pres.;* John K. Bruun, *gen. mgr.;* Marilyn L. Friedel, *dir. pub. rel.*
Producer of film series and commercials.

United German Film Enterprises, Inc.
1564 Broadway, New York 36, N.Y.; CI 6-8856; Munio Podhorzer, *pres.*
Representative of German Motion Picture Production and export firms in U.S.A. and Canada.

United Press Associations
220 East 42nd St., New York 17, N.Y.; MU 2-0400; Frank Bartholemew, *pres.;* Leroy Keller, *sls. mgr.;* W. R. Higginbotham, *bus. mgr.*
Distributor of daily newsreel service, spot news pictures and wires.
Branch Offices:
Atlanta, Boston, Chicago, Dallas, Hollywood, Jacksonville, Louisville, Minneapolis, Oklahoma City, Pittsburgh, Salt Lake City, San Francisco, Seattle and Washington, D.C.

United Nations
United Nations, N.Y.; PL 4-1234; Thomas Baird, *film distribution officer.*
Producer of tv films.

United Screen Associates
1017 Wooster St., Los Angeles 35, Calif.; CR 5-9164; Jesse J. Goldburg, *pres.;* H. F. Sonderling, *foreign sls. mgr.;* Claude F. Warshauer, *pub.*
Producer of film series.

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FILM

Universal Pictures Co. Television
445 Park Avenue, New York, N.Y.; PL 9-8000; Norman E. Gluck, *sls. mgr.;* Alfred Mendelsohn, *ass't. sls. mgr.;* Errol Linderman, *serv. mgr.*
Production and distribution of tv commercials, industrials and sponsored films.
Branch Office:
Universal-International Studios; Universal City, Calif.; ST 7-1211; George Bole *in chg. of prod.*
Branch Offices:
287 Teckwood Dr., Atlanta, Ga., Leonard Berch.
542 S. Dearborn, Chicago, Ill.; Frank Manarelli.
2227 Bryan St., Dallas, Texas; Eugene Remels.
6608 Melrose Ave., Los Angeles, Calif.; Frank Harrington.

UPA Pictures, Inc.
4440 Lakeside Drive, Burbank, Calif.; TH 2-7171; Stephen Bosustow, *pres.;* Robert Cannon, *v.p. and supvr. dir.* Herbert Klynn, *v.p. in chg. of tv commercials prod.;* Ernest Scanlon, *exec. v.p.*
Producers of animated television commercials and industrial films.
Branch Offices:
UPA Pictures, Inc., 60 East 56th St., New York, N.Y.; PL 8-1405; Charles D. McCormick, *v.p.*
21 Upper Grosvenor St., London W.I. England, Mayfair 0171; Leo Salkin, *mgr.*

Unity Television Corporation
1501 Broadway, New York 36, N.Y.; LO 4-8234; Jerome S. Hyams, *pres.,* Robert Seidelman, *v.p. & gen. sls. mgr.*
Distribute television films.
Branch Offices:
9100 Sunset Blvd., Los Angeles 46, Calif.; CR 4-6955; Richard Buch, *west coast divisional sls. mgr.*
709 Fox Theatre Bldg., Detroit, Mich.; WO 1-3979; Stanley Dudelson, *mid-western divisional sls. mgr.*

Vacuumate Corporation
446 West 43rd St., New York, N.Y.; LO 4-1886; Lucile H. Fleck, *pres.;* Samuel H. Bunchez, *sec.*
Ship, store and service film.

Thomas J. Valentino, Inc.
150 West 46th St., New York 36, N.Y.; CI 6-4676; Thomas J. Valentino, *pres.;* Michael Valentino & Elsie Valentino, *v.p's.;* Dorothy Taylor, *off. mgr.*
Music library; sound effects room; mood music.

Van Coevering Productions
6150 Commerce Road, Pontiac 5, Mich.; EM 3-3192; Jack Van Coevering, *pres.;* Alfred D. DeVine, *sls. mgr.*
Producer-distributor of film series.

Van Praag Productions
1600 Broadway, New York 19, N.Y.; PL 7-2687; (TWX:NY 1-2687); William Van Praag, *pres.;* Marc S. Asch, *exec. v.p.;* Bert Lawrence, *dir. of prod.;* Gilbert M. Williams, *prod. mgr.;* Oscar Canstein, *chf. editor.*
Produce program, industrial and commercial films in color and b & w.
Branch Offices:
2301 Dime Building, Detroit 26, Mich.; (TWX:DE 161), WO 2-4896; Thomas H. Doenges, *gen. mgr.*
7417 Sunset Blvd.; Hollywood 28, Calif. (TWX: LA 1223); HO 2-1141; Hugh S. Hole, *v.p.*
3143 Ponce de Leon Blvd., Coral Gables, Miami, Fla.; HI 4-3191; Maurice Van Praag, *gen. mgr.*

Varga Films
1237 W. Gray, Houston 19, Tex.; JA 6-1051; Davis J. Varga, *pres.*
Sales representative.

Varsity Productions, Inc.
1040 N. Las Palmas Ave., Hollywood 38, Calif.; HO 2-6311; Tony London, *pres.*
Produce program film.

Varsity U.S.A. Inc.
730 Fifth Avenue, New York, N.Y.; JU 6-6500; Barney Ward, *pres.*
Produce program film.

Vatican City Religious Book Co., Inc.
Catholic Visual Education, Inc., 147 Bleecker St., New York 12, N.Y.; GR 7-8525; Enrichetta Maiori, *sec.*
Producer of religious films.

Vavin, Inc.
134 East 57th St., New York, N.Y.; MU 8-5897; Richard de Rochemont, *pres.;* Gerald E. Weiler, *v.p. chg. sls.;* Ruth H. Teksmo, *sec. & ass't. treas.;* Joseph Stoltz, *animation supvr.*
Producer of industrial-documentary films and commercials.

The Venard Organization
113 N. Madison St., Peoria, Ill.; PE 4-2490; C. L. Venard; F. B. Venard.
Production, distribution of educational films.

Vibar Productions, Inc.
1040 N. Las Palmas Ave., Hollywood 38, Calif.; HO 3-5106; Jack Chertok, *pres.*
Producers of film series and commercials.

Videart, Inc.
343 Lexington Ave., New York 16, N.Y.; LE 2-7378-9; Joe Zuckerman, *pres.;* Florence Hartman, *sec.*
Optical photography, art work, animation.

Video Crafts
80 West 12th St., New York, N.Y.; CH 2-1150; Arthur Rankin Jr., *pres.*
Art service; cartoons, commercials, slides, balops, opticals, etc.

Video Expediting & Library Service, Inc.
630 Ninth Ave., New York, N.Y.; JU 6-1030; J. A. Fitzpatrick, *v.p.*
Printing, storage and distribution of film commercials.

Videofilm Associates
821 Market St., San Francisco 3, Calif.; EX 2-5203; Jim Diamond, *pres.*
Sales representative.

Video Film Laboratories
350 West 50th St., New York 19, N.Y.; JU 6-7196; Hugh H. Gwynne, *o.*
Reversal developing, prints from reversal negative and positive.

Video Films
1004 E. Jefferson Avenue, Detroit 7, Mich.; WO 2-3400; Clifford Hanna, *sls. mgr.;* William R. Witherell, Jr.; *creat. dir.;* Yvonne Marshall, *art dir.;* Robert Kirkpatrick, *dir. of photography.*
Production of motion pictures and spots for tv.

Video Pictures, Inc.
500 Fifth Avenue, New York 36, N.Y.; LA 4-2912; Charles L. Turner, *exec. prod. & gen. mgr.;* Elsie M. Rice, *sec.*
Produce film shows and commercials.
Branch Offices:
(Studios) 510 West 57th St., New York 19, N.Y.; CI 7-2062; 736 N. Doheny Drive, Los Angeles 46, Calif.; CR 1-0188; George Goman, *v.p.*

Video View, Inc.
7557 Sunset Blvd., Los Angeles 46, Calif.; HO 3-4179; Bradley Kemp, *pres.;* Irving Kahn, *gen. mgr.*
Television recording, television commercial.

Vidicam Pictures Corp.
210 East 5th St., New York 3, N.Y.; AL 4-7102; Al Justin, *pres.;* Jim Rose, *prod. mgr.;* David Reisman, *ass't. prod. mgr.;* James MacLean, *chf. editor.*
Producer of industrial films, commercials and sales training films.

Viking Films, Inc.
207 East 43rd St., New York 17, N.Y.; OX 7-4932; Israel M. Berman, *pres.;* Richard A. Weaver, *assoc. prod.*
Producer of film series.

Vision Films, Inc.
520 Royal St., New Orleans 16, La.; EX 1191; Charles N. Burris, *pres.;* George P. Barnes Jr., *sls. rep.;* Reginald W. Smith, *prod. mgr.*
Producer of industrial sales and public relation films and commercials.

Vitapix Corp.
509 Madison Ave., New York 22, N.Y.; PL 8-3013; Kenyon Brown, *pres.;* Edward E. Hall, *v.p. & gen. mgr.;* Hal Roach Jr., *v.p.*
Film buyers; holds rights to western features.

Vogue Film Productions
Bowman Field, Louisville 5, Ky.; GL 4-3689; Hal Vinson, *o.*
Producers of tv film.

Vogue Wright Studios
469 East Ohio St., Chicago 11, Ill.; Albert W. Dungan, *pres.;* William Faivre, *v.p. & gen. mgr.;* James E. Holmes, *chg. tv sls.*
Producer of industrial-documentary films, commercials and film series.

Volcano Productions
General Service Studios, 1040 N. Las Palmas, Hollywood 38, Calif.; HO 7-3111; Robert

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SCOTT PAPER CO.

Angus, *pres.;* James Bank, *v.p.;* Dewey Starkey, *prod. mgr.;* Richard Fritch, *film editor supvr.*
Producer of film series and commercials.

Roger Wade Productions
15 West 46th St., New York 36, N.Y.; CI 7-6797; Roger Wade, *o.;* Clyde Strohsahl, *art dir.;* George Heidemann, *studio mgr.;* Anne Koller, *prod. coordinator.*
Producers of motion pictures, television shorts and commercials; slides, balops and telops.

Ward Acres Studios, Inc.
435 North Ave., New Rochelle, N.Y.; NE 3-7244; Jack B. Ward, *pres.;* Olaf Olsen, *v.p.;* Jack Jason, *v.p. chg. prod.*
Producer of feature films.

Ward-Villani Productions, Inc.
c/o Mercury Artists, 730 Fifth Ave., New York 19, N.Y.; JU 6-6500; Barney Ward, *pres.*
Producer of film series.

George Wallach Productions
14 Lawrence St., New Hyde Park, N.Y.; FL 4-6795; George Wallach, *prod.-dir.;* Kenneth Peach, *dir. of photography.*
Producer of film series and industrial-educational films.
Branch Office:
c/o California Studios, 650 N. Bronson Ave., Hollywood, Calif. Joe Popkin.

Warner Bros. Pictures, Inc.
Jack L. Warner, *pres.;* Benjamin Kalmenson, *exec. v.p.;* Samuel Schneider, *v.p. ass't. to pres. & treas.;* Norman Moray, *v.p. & N.Y. sls. liaison.*
Producer of film series, industrial films and commercials.
Branch Office:
Warner Bros. Studios, 4000 Warner Blvd., Burbank, Calif.

Frank Webb Productions
c/o George Bagnall & Associates, Inc., 8827 Olympic Blvd., Beverly Hills, Calif.; CR 1-5133; Frank Webb, *pres.*
Producer of film series.

Louis Weiss & Co.
655 N. Fairfax Ave., Los Angeles 36, Calif.; OL 3-4440; Adrian Weiss, Louis Weiss.
Production, distribution of television film.
Branch Offices:
San Francisco 3, Calif.; 821 Market St.; EX 2-5203; Jim Diamond; Videofilm Associates.
Chicago 1, Ill., 203 N. Wabash Ave., CE 6-1805; Ben Barry-Barry Grafman & Assoc.
Detroit 1, Mich.; Michael Zide, Zison Enterprises, Inc. 700-B Film Exchange Bldg.; WO 2-7777.
New York 36, N.Y.; Sam Lake Onyx Pictures Corp., 60 W. 46th St., PL 7-4667.
Portland, Oregon; H. S. Jacobson; 628 Mead Bldg. CA 3-0151.
Philadelphia 7, Pa.; Adelphia Booking Service—Robert E. Gabriel; 309 N. 13th St., LO 7-2698.
Tulsa, Oklahoma; M. Baden—B & B Film Distributors; 506 Commercial Bldg.

Wesmor, Inc.
c/o California Studios, 650 N. Bronson Ave., Hollywood, Calif.; HO 2-7141; Eugene Solow & Brewster Morgan, *prod.*
Producer of film series.

West Coast Sound Studios
510 West 57th St., New York 19, N.Y.; CI 7-2062; Charles L. Turner, *exec. prod & gen. mgr.*
Studio facilities.

Western Adventure Productions, Inc.
120 South Poplar St., Charlotte, N.C.; FR 5-6051; J. Francis White, *pres.;* Scott Lett, *sls. mgr.*
Producer of film series.

Western Screen, Inc.
6525 Sunset Blvd., Hollywood 28, Calif.; HO 5-4678; Charles E. Prescott Jr., *pres.;* Col. W. B. Henderson, *sls. mgr.;* James Wakeland, *v.p. chg. prod.;* Don Warmack, *prod. mgr.;* Dr. William Wade, *v.p. chg. rsrch.*
Producer of film series, commercials and industrial-educational films.

Western Television Corporation
460 Park Avenue, New York 17, N.Y.; PL 5-4238; Matthew Fox, *pres.,* Martin Robinson, *exec. v.p.;* Martin Schildkraut, *treas.;* George J. Wise, *sec.*
Feature Film Product Holder (Western Television feature films distributed by MPTV Films Inc., a subsidiary of Guild Films, Inc.).

Wheeler Film Co.
920 New Jersey Ave., Washington 1, D.C.; ST 3-8938; Ross Wheeler, *pres.*
Sales representative.

Wick Films, Inc.
38 East 57th St., New York 22, N.Y.; PL 8-3360; Charles Wick, *pres.;*
Producers, distributors of tv film series.

Wickham Film Productions
1648 W. Glenoaks Blvd., Glendale 1, Calif.; CI 4-7203; George R. Wickham, Jr.; *exec. v.p.*
Producers of television series.

Wilding Picture Productions, Inc. (Main Studio)
1345 Argyle Street, Chicago 40, Ill.; C. H. Bradfield, *pres.;* L. S. Thompson, *v.p. & gen. mgr.;* J. A. Kellock, *v.p. prod.;* Jack Rheinstrom, *v.p. Chicago sls.;* C. B. Hatcher, *sec. & treas.;* J. A. Krieger, *adv. mgr.*
Production of film commercials, program film and industrial film.
Branch Offices:
385 Madison Ave., New York; PL 9-0854; Ted Westerman, *v.p.*
3940 Lindell Blvd., St. Louis, JE 5-7422; Jack Robertson, *in chg.*
4925 Cadieux Road, Detroit, TU 2-3740; Don Calhoun, *v.p.*
1010 Euclid Bldg., Cleveland, TO 1-6440; Dean Coffin, *district mgr.*
617 Vine Street, Cincinnati, Ohio; GA 1-0477; R. L. McMillan, *district mgr.*
3 Gateway Center, Pittsburgh, Pa.; GR 1-6240; Ralph Maitland, *district mgr.*
5981 Venice Blvd., Hollywood, Calif.; WE 8-0183; John Oser, *in chg.*

Willard Pictures, Inc.
45 West 45th St., New York 36, N.Y.; JU 2-0430; John M. Squires Jr., *prod.*
Producer of industrial films and commercials.

Frank Willard Productions
3223 Cain's Hill Place, NW, Atlanta, Ga.; EL 7793; Frank H. Willard Jr., *o.-prod;* Joe Cummings, *sls. mgr.;* Charlie Cannon, *head cameraman.*
Producer of industrial films and commercials.

Williams & Meyer Co.
Prudential Plaza, Chicago 1, Ill.; WA 2-3800; William S. Meyer.
Producer of slides, flipcards & photographic backgrounds.

Winik Films Corp.
250 W. 57th St., New York 22, N.Y.; CI 6-7362; Leslie Winik, *pres.;* Richard Winik, *v.p.;* Sara Winik, *sec.;* Estelle Rose, *treas.;* Frank Freeman, *sls. mgr.*
Producers of programs, commercials & industrial films.
Branch Offices:
203 N. Wabash, Chicago, Ill.; CE 6-1805; Ben Barry, *Regional sls. mgr.*
611 N. Tillamook, Portland, Oregon; AT 4-4255; Merriman Holtz, *Regional sls. mgr.*
1632 Central Parkway, Cincinnati, Ohio; MA 1-4852; Jay Goldberg, *Regional sls. mgr.*

Raphael G. Wolff Studios, Inc.
5631 Hollywood Blvd., Hollywood 28, Calif.; HO 7-6126; Ralph G. Wolff, *pres. & treas.;* MacDonald MacPherson, *v.p., creat. dep't. Studio supvr.*
TV spots; business and industrial films.
Branch Offices:
New York, N. Y.; 330 Park Ave., PL 5-5386; Dicran Nahigian.
Evanston, Ill.; 2103 Orrington Ave., DA 8-7236; Carl Wester.
Detroit, Mich.; 19741 James Couzens Highway; BR 3-6020; Harold R. Troy.
Cincinnati, Ohio, 1058 Emerson Road, Park Hills, Covington, Ky.; Robert Sampson.

World Horizons Films
Maryknoll, New York; OS 2-2525; Rev. Albert J. Nevins.
Producer-distributor of religious films "free" to stations.

World Tv Programs Corp.
505 Fifth Ave., New York 17, N.Y.; OX 7-3749; Hans H. Kaden, *pres.;* Victor Clement, *sec.-treas.*
Producer-distributor of film shorts.

Jack Wrather Productions
9363 Wilshire Blvd., Beverly Hills, Calif.; WE 8-7297; Jack Wrather Jr., *pres.;* Monte Livingston, *v.p.*
Producer of film series.

Young America Films, Inc.
18 East 41st St., New York 17, N.Y.; LE 2-4111; Godfrey Elliott, *pres.;* J. R. Brewster, *prod. mgr.*
Producer of educational shorts.

Marvin Young Associates
1346 No. Highland Ave., Hollywood, Calif.; HO 2-2684; Marvin Young, *assoc.;* Irene Bartlett, *assoc.;* Bernard A. Bellow, *assoc.;* Avis Philbrook, *assoc.*

Producer of commercials & film packages.

Zahler Films, Inc.
c/o Gordon Zahler, 8420 Fountain, Los Angeles, Calif.; OL 4-3799.
Producer of film series.

Nathan A. Zelikow Television Productions
1109 Binz, Houston, Tex. Nate Zelikow, *pres.*
Distributor of feature films.

Zison Enterprises, Inc.
2310 Case Ave., Detroit 1, Mich.; WO 2-7777; Michael Zide, *pres.*
Sales representative.

ZIV Television Programs, Inc.
488 Madison Ave., New York 22, N.Y.; MU 8-4700; Frederic W. Ziv, *chairman of the bd.*; John L. Sinn, *pres.*; M. J. Rifkin, *v.p. in chg. of sls.*; Walt Kingsley; *Nat'l. sls. dept. mgr.*; Len Firestone, *N.Y.C. sls. mgr.*, Albert S. Goustin, *Eastern Division sls. mgr.*
Producer-distributor of programs.
Branch Offices:
1529 Madison Road, Cincinnati 6, Ohio; PL 1-1323; Edward Broman, *sls. mgr.—Central Division.*
7324 Santa Monica Blvd.; Los Angeles 4, Calif.; OL 4-2800; Jack Gregory, *sls. mgr.—Western Division*, Alan Johnstone, *Nat'l. sls. dept. representative.*
520 No. Michigan Ave., Chicago 11, Ill.; WH 4-1030; Alvin Unger, *v.p.*; Jim Shaw, *Nat'l. sls. dept. representative.*

George Zucker
8255 Sunset Blvd., Hollywood, Calif.; HO 2-7461; George Zucker, *pres.*
Sales representative.

Albert Zugsmith Corp., The
6630 Sunset Blvd., Holywood 28, Calif.; HO 5-6171; Arthur B. Hogan, *pres.*
Brokers, financiers and consultants to tv, radio, newspaper and communications industries.

Seymour Zweibel Productions, Inc.
11 East 44th St., New York 17, N.Y.; MU 2-4450; Seymour Zweibel, *pres.*; Susan Wayne, *v.p. & assoc. prod.*
Producer of industrial films and slides.

Television Equipment Manufacturers of the U. S.

Acme Camera Corp.
2704 W. Olive Ave., Burbank, Calif.; Victoria 9-3144; John Kiel, *vice president and general manager.*
Products: Kine recording cameras; kinephoto monitors; animation equipment.

Adler Electronics, Inc. (formerly Adler Communications Labs.)
1 LeFevre Lane, New Rochelle, N. Y.; New Rochelle 6-1620; Ben Adler, *president.*
Products: Low-power tv transmitters and accessory equipment; video switching and control systems, tv audio consoles, tv power supplies; console cabinetry; master monitors.
Branch Office:
Hasbrouck Heights, N. J.: 253 Boulevard; Hasbrouck Heights 8-2665; Marty Silver.

Advance Electronics Co., Inc.
451 Highland Ave., Passaic, N. J.; Prescott 8-3687; Paul Yu, *manager.*
Products: Precision phase detector; delay lines.

Aero Electronics Co.
1512 N. Wells St., Chicago 10, Ill.; Whitehall 3-0401; T. A. Beresny, *general manager.*
Products: Custom-built equipment; engineering services; research and development.

Affiliated Photographic Co.
21 W. 45th St., New York 36, N.Y.; Judson 2-0522; T. Meyer, *manager, tv division.*
Products: Slides; telops; balops; flipcards.

Affton Industries
8300 Flex-O-Lite Dr., St. Louis 23, Mo.; Flanders 1-3227; H. F. Scheirer, *general manager.*
Products: Recording discs, tape, etc.

Airtron, Inc.
1103 W. Elizabeth Ave., Linden, N. J.; Hunter 6-1000; David Ingalls, *president.*
Products: Microwave components; ferrite devices; antenna components and accessories; flexible waveguides; mixers and duplexers.

Alford Manufacturing Co.
299 Atlantic Ave., Boston 10, Mass.; Hancock 6-2338; Harold H. Leach, *engineer.*
Products: Antenna systems; diplexing filters, bridges and components.

Allied Radio Corp.
100 N. Western Ave., Chicago 80, Ill.; Haymarket 1-6800; S. H. Levey, *sales manager*; J. W. Rubin, *manager, advertising and sales promotion.*
Products: Antennas and accessories; books (theory and servicing); boosters; closed-circuit tv system; electronic tubes; interference filters; line voltage regulating transformers; inverters (DC to AC); studio microphones, stands and booms; picture tubes; test instrument kits; replacement parts and modernization components; uhf converters.

Allied Recording Products Co.
32-32 Greenpoint Ave., Long Island City 1, N. Y.; Stillwell 4-2318; J. Strauss.
Products: Disc recorders; recording blanks.

Allison Steel Mfg. Co.
S. 19th Ave., Phoenix, Ariz.; Alpine 8-7731; W. L. Allison, *president.*
Products: Manufactures towers.

All Star Products, Inc.
P.O. Box 187, Defiance, Ohio; Defiance 2-1065; W. F. Reiter, *vice president.*
Products: Ion traps; centering devices; focus units; pin-cushion units; variable condensers; air trimmers.

Alnar Mfg. Corp.
2910 Spring St., Redwood City, Calif.; Emerson 8-4701; R. V. Laustrup, *president and sales manager.*
Products: Antennas and accessories; vertical radiators.

Altec Lansing Corp.
9356 Santa Monica Blvd., Beverly Hills, Calif.; Crestview 5-5101; G. L. Carrington, *president.*
Products: Microphones; amplifiers; speakers; transformers.
Branch Office:
New York 13, N. Y.: 161 Sixth Ave.; Algonquin 5-3636; H. S. Morris.

American Elite, Inc.
7 Park Ave., New York 16, N. Y.; Murray Hill 4-6739; Arnold Bromberger, *sales manager.*
Products: Microphones; speakers; transsistors; receiving tubes; germanium diodes.

American Ladder & Scaffold Co.
5507 N.W. 7th Ave., Miami 35, Fla.; Plaza 4-2663; A. Alexander, *advertising manager.*
Products: Outdoor portable stands for tv cameras.

American Microphone Co.
370 S. Fair Oaks Ave., Pasadena, Calif.; Sycamore 6-9008; G. Yarbrough, *sales manager.*
Products: Microphones; stands.

American Microwave Corp.
11754 Vose St., North Hollywood, Calif.; Poplar 5-9041; Fred Bailey, *president.*
Products: Microwave relay equipment for STL or remote pick-up; microwave test equipment; NTSC color-equalizing equipment; studio equipment.

American Volume Control Corp.
554 W. 168th St., New York 32, N. Y.; Tompkins 7-9050; Dave Parkhurst, *manager.*
Products: Volume controls; potentiometers; resistance cords.

Amperex Electronic Corp.
230 Duffy Ave., Hicksville, L. I., N. Y.; Wells 1-6220; Sam Norris, *president.*
Products: Transmitter, power and rectifier tubes.

Amperite Co., Inc.
561 Broadway, New York 12, N. Y.; Canal 6-1446; S. Ruttenberg, *sales manager.*
Products: Microphones.

Ampex Corp.
934 Charter St., Redwood City, Calif.; Emerson 8-1471; C. D. DuBois, *sales manager, audio division.*
Products: Magnetic tape recorders and reproducers.
Branch Offices:
Atlanta, Ga.: 710 Peachtree St., NE; Trinity 4-8402; William A. Fink.

EQUIPMENT

Chicago, Ill.: 156 E. Ontario St.; Michigan 2-2386; Ralph Sprague, Al Melrose.
New York, N. Y.: 345 E. 48th St.; Plaza 3-9232; C. R. Paulson, H. Bresson.
Silver Spring, Md.: 8033 13th St.; Juniper 5-8270; Charles Range.
San Francisco, Calif.: 821 Market St.; Yukon 6-3782; Ed Swanson.

Amplifier Corp. of America
398 Broadway, New York 13, N. Y.; Worth 6-2929; A. J. Gillette, *sales manager.*
Products: Magnetic tape recorders.

Amplitel, Inc.
342 W. 40th St., New York 18, N. Y.; Bryant 9-0710; Jack Saunders, *sales manager.*
Products: Community antenna equipment.

Ampli-Vision, Div. of International Telemeter Corp.
2000 Stoner Ave., Los Angeles 25, Calif.; V. G. Rumbellow, *general manager.*
Products: Electronic equipment for community systems; master antenna systems for hotels.

Andrew Corp.
363 E. 75th St., Chicago 19, Ill.; Triangle 4-4400; Robert P. Lamons, *sales manager.*
Products: Waveguide for uhf; coaxial line for uhf, vhf; coaxial switches; telescoping masts.
Branch Offices:
Ridgewood, N. J.: 75 N. Maple Ave.; Gilbert 5-2500; Robert C. Bickel.
Claremont, Calif.: 941 Marylind Ave.; Lycoming 5-3505; Jeff D. Montgomery Jr.
Westwood, Mass.: 727 High St.; Dedham 3-5520; Charles R. Lane..
Whitby, Ont., Can.: 606 Beech St.; Mohawk 8-3348; John W. McLeod.

Andrews Tower, Inc.
1421 Oak Knoll Dr. and 1420 Layton Ave., Fort Worth 11, Tex. Terminal 1-1222; Johnnie Andrews, *president.*
Products: Towers and reflectors.

Animation Equipment Corp. (Oxberry)
705 S. Fulton Ave., Mount Vernon, N. Y.; Mount Vernon 4-3838; John Oxberry, *president;* A. Kip Livingston, *vice president;* Edward Willette, *sales manager.*
Products: Animation stands; registration devices; optical printers; 16mm and 35mm special-effects cameras.

A.R.F. Products, Inc.
7627 Lake St., River Forest, Ill.; Forest 9-6000; Arthur H. Maciszewski, *president.*
Products: FM signal generators, convertors and deviation meters, frequency calibrators.

Atlas Sound Corp.
1449 39th St., Brooklyn, N. Y.; Gedney 8-5500; R. C. Reinhardt, *sales manager.*
Products: Microphone stands, accessories.

Audio Devices, Inc.
444 Madison Ave., New York 22, N. Y.; Plaza 3-0973; Bryce Haynes, *vice president.*
Products: Magnetic recording tape, film; recording discs; recording playback stylii.
Branch Offices:
Chicago 31, Ill.: 6571 N. Olmstead Ave.; Newcastle 1-9580; B. N. Friedfeld.
Hollywood 46, Calif.: 1006 N. Fairfax; Hollywood 9-5369; A. H. Bodge.

Audio Instrument Co., Inc.
113 W. 14th St., New York 11, N. Y.; Oregon 5-7820; C. J. LeBel, *president.*
Products: Magnetic-tape reverberation units; intermodulation meters.

Audio-Master Corp.
17 E. 45th St., New York 17, N. Y.; Oxford 7-0725; Herbert Rosen, *president.*
Products: Record, transcription players; tape, tape library; mood and bridge music library.

Audio & Video Products Corp. Special Effects Div.
730 Fifth Ave., New York 19, N. Y.; Plaza 7-3091; Robert D. Winston, *commercial products sales manager.*
Products: Tape-recording equipment and accessories.

Semon Bache & Co.
636 Greenwich St., New York 14, N. Y.; Watkins 4-2121; David Hirsch, *president.*
Products: Mirrors, lenses, other glass items.

Background Engineers
7313 Santa Monica Blvd., Hollywood 46, Calif.; Hollywood 5-4161; W. S. Tillisch, *president.*
Products: Rental of rear-projection equipment.

E. J. Baughman Co.
1914 N. Cogswell Rd., El Monte, Calif.; Forest 0-7586; E. J. Baughman, *manager.*
Products: Microphone booms, hangers; studio lighting and equipment; camera dollies; remote pan and tilts; tv gyrators.

Bausch & Lomb Optical Co.
683 St. Paul St., Rochester, N. Y.; Locust 3000. A. K. Marsters, *vice president, sales.*
Products: Balopticon tv slide projection; motion-picture camera lenses.

John F. Beasley Construction Co.
402 S. D St., Muskogee, Okla.; Murray 7-6381; John F. Beasley, *president.*
Products: Tower erection and maintenance.
Branch Offices:
Dallas, Tex.: Mercantile Bank Bldg.; Riverside 3228.
Chicago, Ill.: 20 N. Wacker Dr.; State 2-7589.

Belden Manufacturing Co.
4647 W. Van Buren St., Chicago 44, Ill.; Esterbrook 8-1000; Les A. Thayer, *sales manager, merchandise division.*
Products: Electronic cables, wires and lines.

Bell & Howell Co.
7100 McCormick Rd., Chicago 45, Ill.; Ambassador 2-1600; G. L. Oakley, *sales manager.*
Products: Projectors; cameras; editing equipment.
Branch Offices:
Hollywood 38, Calif.: 716 N. LeBrea; Webster 9-3131; A. H. Bolt.
New York 20, N. Y.: 30 Rockefeller Plaza; Circle 5-5800; E. S. Lindfors.

Berlant Concertone
655 W. Washington Bld., Los Angeles 15, Calif.; Richmond 9-7671; Brian Jenkins, *general manager.*
Products: Tape recorders.

Berndt-Bach, Inc.
983 N. Mansfield Ave., Hollywood 38, Calif.; Hollywood 2-0931; A. N. Brown, *sales engineer.*
Products: 16mm magnetic and optical Auricon sound-on-film "TV-T" kinescope recording cameras and amplifiers; Auricon television-newsreel 16mm sound-film cameras.

Charles Beseler Co.
219 S. 18th St., East Orange, N. J.; Orange 6-6500; H. Herbert Myers, *partner and general manager.*
Products: Projectors.

Bishop Mfg. Corp.
10 Canfield Rd., Cedar Grove, N. J.; Verona 8-2373; F. X. McCormack.
Products: Insulating tape.

Blaw-Knox Co.
Farmers Bank Bldg., Pittsburgh 22, Pa.; Sterling 1-2700; R. A. Troman, *manager, tower sales.*
Products: Antenna towers.
Branch Offices:
Birmingham, Ala.: Brown Marx Bldg.; Birmingham 54-7661; W. E. Balliet.
Chicago, Ill.: Peoples Gas Bldg.; Harrison 7-7633; J. C. McQuide.
New York, N. Y.: Chrysler Bldg.; Vanderbilt 6-0661; W. F. Simmons.
Philadelphia, Pa.: Suburban Station Bldg.; Rittenhouse 6-1681; W. F. Simmons.
San Francisco, Calif.: 681 Market St., Yukon 2-1569; J. P. Cullen.
Washington, D. C.: Wire Bldg.; Republic 7-3142; Marvin Marcus.

Blonder-Tongue Labs, Inc.
526-36 North Ave., Westfield, N. J.; Westfield 2-7032; Joseph H. Kerner, *sales manager.*
Products: Amplifiers; uhf converters; coaxial-cable connectors; closed-circuit tv cameras.

Bodde Screen & Projection Co.
11541 Bradley Ave., San Fernando, Calif.; Empire 5-2551; B. M. Bodde Jr., *general manager.*
Products: Background projection equipment.

Brach Mfg. Div., General Bronze Corp.
200 Central Ave., Newark 3, N. J.; Humboldt 2-1500; M. Jungman, *distributor sales manager.*
Products: Community antenna equipment.

William Brand & Co., Inc.
North & Valley Sts., Willimantic, Conn.; Harrison 3-1661; Theodore M. Sanden, *sales manager.*
Products: Hook-up and high-voltage wires; transmission lines; coaxial cables; harnesses and cable assemblies; tubing.

Branch Office:
Chicago 13, Ill.: 3959 N. Lincoln Ave.; Lakeview 5-8225; William F. Ryan.

Broadcast Equipment Specialties Corp.
P.O. Box 149, Beacon, N. Y.; Beacon 9-4587; A. C. Travis Jr., *president.*
Products: Tape recorders.

Browning Labs, Inc.
750 Main St., Winchester, Mass.; Winchester 7-3700; K. S. Brock, *sales manager.*
Products: Power supply units; oscilloscopes.

Burke & James, Inc.
321 S. Wabash Ave., Chicago, Ill.; Harrison 7-8393; S. Drucker, *vice president and sales manager.*
Products: Photo equipment; tv camera lenses and mounts.

Bussman Mfg. Co.
University at Jefferson, St. Louis 7, Mo.; Garfield 1-1740; J. C. Ingham, *general sales manager.*
Products: Fuses and fuseholders for tv and electronic equipment.
Branch Offices:
New York 7, N. Y.: 53 Park Pl.; Cortland 7-1466; F. M. Sibley.
Chicago 6, Ill.: 9 S. Clinton St.; Dearborn 2-1893; E. J. Gasser.
Los Angeles 13, Calif.: 1004 E. 4th St.; Madison 5-1954; R. L. Kerr.
San Francisco 14, Calif.: 2166 Market St.; Underhill 3-2600; N. S. Beyer.
Seattle 4, Wash.: 95 Connecticut St. (c/o American Warehouse Co.); Main 0737; R. H. Shipek.

Califone Corp.
1041 N. Sycamore Ave., Hollywood 38, Calif.; Hollywood 2-2353; R. G. Metzner, *president.*
Products: Portable transcription players; turntables.

Calvin Co.
1105 Truman Rd., Kansas City 6, Mo.; Harrison 1-1234; Neal Keehn, *sales manager.*
Products: Motion-picture projectors for tv selling.

Camera Equipment Co., Inc.
315 W. 43rd St., New York 36, N. Y.; Judson 6-1420; Eugene H. Levy, *sales manager and ass't general manager.*
Products: Tripods, lenses and lens mounting service; dollies; balanced tripod heads; rental and sales of camera, lighting, editing and sound equipment.

Camera Mart, Inc.
1845 Broadway, New York 23, N. Y.; Plaza 7-6977; Irving Browning, *president;* Samuel Hyman, *sales manager.*
Products: Camera dollies; mike booms; special optical-effects units; camera tripods, sound readers; tightwinds and other film-editing equipment; rental of cameras, recorders, projectors, lighting equipment, editing equipment, production equipment.

Cannon Electric Co.
3209 Humboldt St., Los Angeles 31, Calif.; Capital 5-1251; D. A. Davis, *sales manager.*
Products: Camera, microphone connectors.
Branch Office:
East Haven, Conn.: 191 Kimberly Ave.; Hobart 7-6329; B. K. Arnold.

Allen D. Cardwell Electronics Productions Corp.
97 Whiting St., Plainville, Conn.; Sherwood 7-2741.
Products: Variable capacitors, printed circuitry, electronic assemblies.

Carrier Corp.
300 S. Geddes St., Syracuse 1, N. Y.; Syracuse 76-9911; C. V. Fenn, *vice president and general sales manager, machinery and systems division.*
Products: Studio air-conditioning systems.
Branch Offices:
Branch offices in 30 principal cities in the United States; Toronto and Montreal in Canada.

CBS-Hytron Div. of the Columbia Broadcasting System, Inc.
100 Endicott St., Danvers, Mass.; Danvers 2360; John Q. Adams, *vice president, sales.*
Products: Electron tubes and semiconductor products.
Branch Offices:
Melrose Park, Ill.: 1990 N. Mannheim Rd.; Easterbrook 9-2100; James L. Brown.
Newark 2, N. J.: 32 Green St.; Market 3-5832; Lee Ballengee.

Centralab, Div. of Globe-Union, Inc.
900 E. Keefe Ave., Milwaukee 1, Wis.; Woodruff 2-9200; W. S. Parsons.
Products: Ceramic capacitors and insulators; printed electronic circuits; rheostats; switches.
Branch Offices:
In principal cities in the United States.

Century Lighting, Inc.
521 W. 43rd St., New York 36, N. Y.; Chickering 4-7050; N. Sonnenfeld.
Products: Lighting equipment; switchboards, connector strips, rear-screen projectors.
Branch Offices:
Santa Monica, Calif.: 1820 Berkeley; Louis Erhardt.
N. Miami, Fla.: 1477 N.E. 129th St.; George Gill.

Century Projector Corp.
729 Seventh Ave., New York 19, N. Y.; Circle 5-7048; L. W. Davee, *sales manager.*
Products: Projectors and sound equipment.

Chromatic Television Labs, Inc.
1501 Broadway, New York 36, N. Y.; Bryant 9-8700; Richard Hodgson, *president.*
Products: Color tubes.

Cinema Engineering Div., Aerovox Corp.
1100 Chestnut St., Burbank, Calif.; Victoria 9-5511; James L. Fouch, *general manager.*
Products: Studio and motion-picture sound equipment.

Cinematic Developments & Cinechrome Laboratory
2125 32nd Ave., San Francisco 16, Calif.; Montrose 4-2435; Arthur H. Hart, *president.*
Products: Design and development of special motion-picture equipment.

Clarostat Manufacturing Co., Inc.
1 Washington St., Dover, N. H.; Dover 975; I. J. Youngblood, *vice president, sales.*
Products: Controls and resistors.

Clebar Watch Agency
521 Fifth Ave., New York 17, N. Y.; Murray Hill 2-3890; N. S. Naurison, *sales manager.*
Products: Stopwatches; timers; chronographs.

Coast Insulating Products
2316 San Fernando Rd., Los Angeles 65, Calif.; Capital 2-8131; W. M. Binford, *president.*
Products: Acoustical products and sound-control engineering for tv-radio studios.

Collins Radio Co.
855 35th St., N.E., Cedar Rapids, Iowa; Cedar Rapids 3-0281; H. O. Olson, *broadcast sales manager.*
Products: Audio equipment, accessories; microwave relay systems.
Branch Offices:
Dallas, Tex.: 1930 Hi-Line Drive; Prospect 5151; L. O. Embree.
Burbank, Calif.: 2700 W. Olive Ave.; Thornwall 4-1751; F. P. Wallace.
Knoxville, Tenn.: Dogwood Rd., Fountain City; Knoxville 6-4378; J. F. Stanbery.
New York, N. Y.: 261 Madison Ave.; Murray Hill 7-6740; M. N. Oebbecke.
Tallahassee, Fla.: Petroleum Bldg.; Tallahassee 2-1657; R. D. Sidwell.

Commercial Radio-Sound Corp.
652 First Ave., New York 16, N. Y.; Oregon 9-0400; Arthur W. Schneider, *secretary.*
Products: Closed-circuit tv systems; multiple tv-antenna systems.
Branch Office:
Newark 2, N. J.: 1060 Broad St.

Communication Products Co., Inc.
Marlboro, N. J.; J. L. Bernard Jr., *president.*
Products: Transmission line and fittings; tower hardware; dehydrators; antennas; styroflex cable and fittings; switches; lacquer; custom-built transmitting specialties.

Community Engineering Corp.
Box 824, State College, Pa.; Adams 7-7221; Floyd B. Fischer, *vice president.*
Products: Electronic equipment for community tv systems.
Branch Office:
Hollywood 28, Calif.: Victor M. Farel Co. (west-coast representative), 6517 Hollywood Blvd.; Victor M. Farel.

Condenser Products Co.
140 Hamilton St., New Haven 4, Conn.; Main 4-1174; Richard J. Hesse, *sales engineer.*
Products: Condensers; power supplies.
Branch Office:
Chicago Ill.: 7517 N. Clark St.; Ambassador 2-3727; George Mistic.

Conrac, Inc.
19217 E. Foothill Blvd., Glendora, Calif.; Edgewood 5-1241; W. J. Moreland, *president.*

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Products: Video monitors; audio-video receivers for tv stations.

Consolidated Tower Service
1123 Michigan Ave., Fort Wayne 6, Ind.; Anthony 7-0202; Nelson I. Swager, *general manager.*

Products: Tower, antenna and lighting systems; tower erection; antenna and lighting installation and maintenance.

Continental Carbon, Inc.
13900 Lorain Ave., Cleveland 11, Ohio; Clearwater 1-6500; W. M. Wood, *vice president.*

Products: Resistors.

Continental Electronics Mfg. Co.
4212 S. Bruckner Blvd., Dallas 27, Tex.; Evergreen 1137; W. M. Witty, *general manager.*

Products: Transmitters.

Cornell-Dubilier Electric Corp.
333 Hamilton Blvd., South Plainfield, N. J.; Plainfield 6-9000; R. T. Leary, *sales manager, distributor division.*

Products: Capacitors; inverters, vibrators; antennas, rotors.

Branch Offices:
Chicago 39, Ill.: 5247 W. Diversey Ave.; Berkshire 7-6842-3-4-5; H. Vonder.
Venice, Calif.: 4144 Glencoe Ave.; Exmount 8-9777; Paul Kuefler.

Costelow Co., Inc.
125 Kansas Ave., Topeka, Kan.; Topeka 3-6598; John A. Costelow, *president.*

Products: Suppliers and erectors of towers.

Crouse-Hinds Co.
Wolf & 7th Sts., Syracuse 1, N. Y.; 74-1011; John R. Tuttle, *president.*

Products: Tower lighting equipment; beacons; obstruction lights; lighting control and monitor systems; complete lighting kits and systems for television; radio and microwave towers.

Branch Offices:
Offices and resident representatives in 36 principal cities in the United States.

Cubic Corp.
5575 Kearny Villa Rd., San Diego 11, Calif.; Browning 7-6780; Walter J. Zable, *president.*

Products: Microwave test equipment and components; generators; wattmeters.

Dage Television Division, Thompson Products, Inc.
W. 10th St., Michigan City, Ind.; Triangle 4-3251; John R. Howland, *general sales manager.*

Products: Closed circuit and studio cameras; monitors; complete television systems.

Dale Products, Inc.
P.O. Box 136, Columbus, Neb.; Columbus 2139; R. H. Engstrom, *sales manager.*

Products: Resistors; instrumentation knobs.

Da-Lite Screen Co., Inc.
2711-23 N. Pulaski Rd., Chicago 39, Ill.; Dickens 2-9200; C. J. Cerny, *vice president, sales.*

Products: Projection screens and accessories.

Davelle Laboratories
145-70 228th St., Springfield Gardens 13, N. Y.; Laurelton 7-4800; Elliot March, *sales manager.*

Products: Printed circuit chassis.

Daven Co.
530 W. Mt. Pleasant Ave., Livingston, N. J.; Livingston 6-4300; E. L. Grayson, *general manager.*

Products: Resistors; switches; attenuators; test equipment.

Detroit Steeplejack Co.
13739 Shady Lane, Bolles Harbor, Monroe, Mich.; Alva T. Elmes, *president.*

Products: Tower manufacture and erection.

Diamond Power Specialty Corp.
Lancaster, Ohio; W. I. McCord, *manager, electronic sales.*

Products: Closed-circuit and industrial tv systems; Vidicon cameras; monitors; camera pick-up tubes; image dissectors.

Dorne & Margolin, Inc.
30 Sylvester St., Westbury, N. Y.; Edgewood 4-3200; Arthur Dorne, *president.*

Products: Antenna research, development and production.

Gale Dorothea Mechanisms, Inc.
39-39 63rd St., Woodside, L. I., N. Y.; Twining 8-5500; Gale Dorothea, *president.*

Products: Projectors; dimmers; animation mechanisms; mechanical books; turntables.

Downing Crystal Co.
191 Shaffer St., Westminster, Md.; Westminster 1192; John Downing, *president.*

Products: Quartz crystals.

Dresser-Ideco Co.
875 Michigan Ave., Columbus 8, Ohio; Axminster 9-2123; J. M. Hogan, *general sales manager.*

Products: Broadcast antenna towers.

Branch Office:
Los Angeles 43, Calif.: 8909 S. Vermont Ave.; Pl 8-4194; K. H. Brust.

M. Ducommun Co.
580 Fifth Ave., New York 36, N. Y.; Plaza 7-2540; A. G. Stepchuk, *manager.*

Products: Radio-tv timers; filmmeter timers; radio-tv timer service and repair specialists.

Allen B. DuMont Laboratories, Inc., Technical Products Div.
760 Bloomfield Ave., Clifton, N. J.; Mulberry 4-7400; Kenneth F. Petersen, *sales manager, tv transmitter dept.*

Products: Transmitters; studio equipment and associated products.

Branch Offices:
Dallas 25, Tex.: 3628 Marquette Ave.; Forest 8-3510; George R. Winston.
Minneapolis 10, Minn.: 6117 St. Johns Ave.; Walnut 6-5476; B. J. Klindworth.
Atlanta, Ga.: 254 E. Paces Ferry Rd.; Exchange 7243; L. C. Radford Jr.

Dynamic Electronics-New York, Inc.
73-39 Woodhaven Blvd., Forest Hills, N. Y.; Illinois 9-7000; J. M. Winer, *president;* Dave Cole, *sales manager.*

Products: Test and measuring equipment; communication and microwave receivers; tv accessories.

Eastern Mike-Stand Co.
56 Christopher Ave., Brooklyn 12, N. Y.; Dickens 2-3538; S. Sherman, *owner.*

Products: Microphone stands, adaptors.

Eastman Kodak Co.
343 State St., Rochester 4, N. Y.; Locust 6000; Donald E. Hyndman, *sales manager, motion-picture film dept.*

Products: Television projectors, cameras, lenses and filters; 16mm and 35mm motion-picture film.

Branch Offices:
New York 17, N. Y.: 342 Madison Ave.; E. M. Stifle.
Hollywood 38, Calif.: 6706 Santa Monica Blvd.; Emery Huse.
Chicago, Ill.: 130 E. Randolph Dr.; Kenneth M. Mason.

Eidson Electronic Co.
1902 N. Third St. at Shell, Temple, Tex.; Pr 3-3901; Merrill Eidson, *owner and general manager.*

Products: Quartz crystals; station-frequency measuring service.

Eitel-McCullough, Inc.
798 San Mateo Ave., San Bruno, Calif.; Juno 8-1212; Frank Mansur, *manager of marketing.*

Products: Eimac klystrons and negative-grid tubes.

Branch Offices:
Los Angeles 19, Calif.: 1140 Crenshaw Blvd.; Webster 1-1257; Herb Becker.
Atlanta, Ga.: 2524 Jenny Wren Lane, S.W.; Plaza 8-4910; J. E. Joyner Jr.
Chicago 43, Ill.: 10105 S. Western Ave.; Cedarhurst 3-7388; Royal J. Higgins Co.
Jersey City 2, N. J.: 15 Exchange Pl.; Delaware 3-2424; Adolph Schwartz.
Boston 61, Mass.: 148 Needham St. (Newton Highlands); Decatur 2-4800; Tim Coakley Sales Office.
Seattle 44, Wash.: 1806 Bush Pl.; East 1737; Rush S. Drake Associates.
Denver 7, Colo.: 5528 E. Colfax Ave.; Florida 5-3525; McCloud & Raymond Co.
Kansas City 5, Mo.: 4550 Main St., Rm. 224; Logan 4826-7; Clyde H. Schryver Sales Co.
Dallas 17, Tex.: 1431 Pleasant Dr.; Express 0988; Jack Yount.
Ottawa, Ont., Can.: P.O. Box 715; Ottawa 3-4068; Ahearn & Soper, Ltd.

El Co Corp.
M St. below Erie Ave., Philadelphia 24, Pa.; Cumberland 9-5500; L. Kagan, *vice president, sales.*

Products: Sockets; shields; binding posts; connectors.

Electrical Tower Service, Inc.
325 S. Washington St., Peoria, Ill.; Peoria 3-9846; Stanley Bernstein, *president.*

Products: Tower erection.

Electro, Inc.
425 S. Sandusky St., Delaware, Ohio; Delaware 3-1201; J. F. Myer, *sales manager.*

Products: Tape recorders.

Electro Precision Products, Inc.
139-30 39th Rd., Flushing, N. Y.; Flushing 8-1795; J. J. McCann, *president.*

Products: Coaxial connectors; waveguides; RF fittings.

Electro Supply Co.
405 Broom St., Madison 3, Wis.; Madison 6-0216; Louis S. Glass.

Products: Towers.

Branch Office:
Peoria, Ill.: 325 S. Washington St.; Peoria 3-9846; Stanley Bernstein.

Electro-Voice, Inc.
Cecil & Carroll Sts., Buchanan, Mich.; Oxbow 5-6831; Albert Kahn, *president.*

Products: Microphones; loudspeakers; phonograph cartridges.

Electronics Development Co., Inc.
3743 Cahuenga, North Hollywood, Calif.; Stanley 7-3223; Joseph H. Leaming, *president and chief engineer;* D. W. Baisch, *general manager.*

Products: Transmitters; microwave sound duplexers.

Elizabeth Iron Works, Inc.
P.O. Box 360, Elizabeth, N. J.; Elizabeth 4-2000; Edward Lewin, *general sales manager.*

Products: Tower manufacture.

Elmor Co.
29 E. Madison St., Chicago 2, Ill.; Central 6-9672; Hyman Weiner, *manager.*

Products: Stop-watches and chronographs for television and radio.

Emsco Manufacturing Co.
P.O. Box 1289, Houston 17, Tex.; Milby 5-3361; P. M. Davis, *manager, structural steel.*

Products: Towers.

Branch Offices:
Dallas 1, Tex.: Continental Bldg.; Sterling 5358; W. C. Kinder.
Garland, Tex.: P.O. Box 368; Garland 3-1515; J. E. Oster.
Los Angeles 54, Calif.: P.O. Box 2098; Jefferson 5261; J. H. Andrews.

Entron, Inc.
4902 Lawrence St., Box 287; Bladensburg, Md.; Appleton 7-9585; H. M. Diambra, *president.*

Products: Community systems; Equatrol RF systems; closed-circuit systems.

Equipment & Service Co.
137 Parkhouse, Dallas 7, Tex.; Riverside 1-3266; John A. Green, *owner.*

Products: Custom manufacturing; consulting engineering.

Fairchild Recording Equipment Co.
154th St. & Powells Cove Blvd., Whitestone 57, N. Y.; Independence 3-2100; R. E. Carlson.

Products: Professional recording and playback equipment.

Federal Telecommunications Labs., Div. of I. T. & T.
500 Washington Ave., Nutley 10, N. J.; Nutley 2-3600; E. W. Deiss.

Products: Transmitters; film and studio equipment; microwave.

Federal Telephone & Radio Co., Div. of I. T. & T.
100 Kingsland Rd., Clifton, N. J.; Nutley 2-3600; W. C. Schmitt.

Products: Tubes.

Branch Office:
Washington 6, D. C.: 1909 Massachusetts Ave., N.W.; Hobart 2-0110; E. J. Girard.

Fish-Schurman Corp.
70 Portman Rd., New Rochelle, N. Y.; New Rochelle 6-1300; Murray Yawitz, *president.*

Products: Optical elements, including dichroic and achromatic beam splitters for color television.

C. H. Fisher & Associates
6100 N.E. Columbia Blvd., Portland 13, Ore.; Atlantic 7-7303; C. H. Fisher, *manager.*

Products: Towers; coaxial lines.

Fleetwood Corp.
1037 Custer Dr., Toledo, O.; Klondike 9339; John Cole, *president.*

Products: Vidicon cameras and camera chains; studio equipment; uhf transmitters; mobile trucks and equipment.

Flett Laboratory
3711 Marshall Rd., Drexel Hill, Pa.; Clearbrook 9-4500; W. J. Flett, *dir. res.*

Products: Slide projectors; cameras; special equipment.

Foto-Video Laboratories, Inc.
25 Amity St., Little Falls, N. J.; Little Falls 4-2557; A. J. Baracket, *president and chief engineer;* C. E. Underwood, *sales manager.*

Products: Cameras; video amplifiers and generators; tv test equipment; power supplies; slides, multiplexers and light boxes.

Jack A. Frost
234 Piquette Ave., Detroit 2, Mich.; Trinity 3-8030; Jack A. Frost, *general manager.*

Products: Lighting equipment.

Branch Office:
Toronto 18, Ont., Can.: 425 Burnamthorpe Rd.; Belmont 1-0247; James Fuller.

Gabriel Electronics Div., Gabriel Co.
135 Crescent Rd., Needham Heights 94, Mass.; Needham Heights 3-0005; C. W. Coleman, *general manager.*

Products: Transmitting antennas; passive and parabolic reflectors.

Gates Radio Co.
123 Hampshire St., Quincy, Ill.; Baldwin 2-8202; L. J. Cervone, *general sales manager.*

Products: Television transmitters, antennas; complete package equipment for low-powered tv stations.

Branch Offices:
Houston, Tex.: 2700 Polk Ave.; Capitol 8-8536; Joe Woods.
Atlanta, Ga.: 1133 Spring St. N.W.; Trinity 6-0369; Howard Decker.
Los Angeles 46, Calif.: 7501 Sunset Blvd.; Hollywood 2-6351; Robert Richards.
New York 17, N. Y.: 51 E. 42nd St.; Murray Hill 7-7971; Edward Wilder.
Washington, D. C.: 13 & E Sts., N.W.; Metropolitan 8-0522; W. W. Warren.

General Communications, Broadcast Div., Inc.
P.O. Box 169, Ft. Atkinson, Wis.; Jordan 3-5547; E. D. Peterson, *president.*

Products: Color-video relay switching systems; distribution amplifiers; regulated power supplies.

General Electric Co., Electronics Div., Technical Products Dept.
Electronics Park, Syracuse, N. Y.; Syracuse 76-4411; Alfred F. Wild, *manager, sales.*

Products: Antennas; amplifiers; studio equipment; closed circuit tv equipment.

Branch Offices:
In 17 principal cities in the United States.

General Instrument Corp.
829 Newark Ave., Elizabeth, N. J.; Elizabeth 3-4400; J. McDonough, *director of sales.*

Products: Components.

General Precision Lab., Inc.
63 Bedford Road, Pleasantville, N. Y.; Pleasantville 2-4100; N. M. Marshall, *sales manager.*

Products: Studio and remote equipment.

Branch Offices:
Atlanta, Ga.: 992 Peachtree St., N.W.; Emerson 6831; E. J. Manzo.
Chicago, Ill.: 188 W. Randolph St.; Dearborn 2-6453; R. H. Johnston.
Dallas, Tex.: 4212 S. Bruckner; E. H. Lombardi.
Pasadena, Calif.: 21 N. Santa Anita Ave.; R. K. Hunsicker.

General Radio Co.
275 Massachusetts Ave., Cambridge 39, Mass.; Trowbridge 6-4400; Myron T. Smith, *sales manager.*

Products: Test and measuring equipment; coaxial elements; lighting control dimmers.

Branch Offices:
Abington, Pa. (Phila.): York Rd. & Guernsey Ave.; Kipling Adams.
Chicago 5, Ill.: 920 S. Michigan Ave.; Wabash 2-3820; W. M. Ihde.
Los Angeles 38, Calif.: 1000 N. Seward St.; Hollywood 9-6201; F. Ireland.
New York 6, N. Y.: 90 West St., Worth 4-2722; W. R. Thurston.
Silver Spring, Md.: 8055 13th St.; Juniper 5-1088; W. R. Saylor.

Grand Iron Works, Inc.
525 Tiffany St., New York 59, N. Y.; Dayton 8-2600; B. E. Alpern, *president.*

Products: Tower manufacture and erection.

Graphic Systems
55 W. 42nd St., New York 36, N. Y.; Wisconsin 7-8444; Hines Hachett, *manager.*

Products: Visual traffic control boards; printed business forms for tv stations.

Gray Research and Development Co., Inc.
658 Hilliard St., Manchester, Conn.; Mitchell 9-4506; H. G. McKenzie, *general sales manager.*

Products: Automatic and manual projectors; automatic 2x2" transparency projectors; sound-effects consoles; transcription

arms and equalizers; amplifiers; turntables.

Branch Office:
New York, N. Y.: 521 Fifth Ave.; Murray Hill 7-4590; R. Otto.

Graybar Electric Co., Inc.
420 Lexington Ave., New York 17, N. Y.; Lexington 2-4000; J. W. LaMarque, *general commercial sales manager.*

Products: Transmitters; antennas and towers; microwave link equipment; control-room, studio and studio-test-and-measuring equipment; emergency power plant and associated equipment.

F. Sumner Hall, Inc., Audio Equipment Sales Div.
153 W. 33rd St., New York 1, N. Y.; Bryant 9-9276; F. Sumner Hall, *president.*

Products: Jack panels; jacks; cords; plugs; microphone call-letter plates and accessories; record labels.

Hallamore Electronics Co., Div. of Siegler Corp.
8352 Brookhurst Ave., Anaheim, Calif.; Keystone 3-4411; Lloyd G. Hallamore, *vice president, electronics division.*

Products: Industrial closed-circuit tv systems and electronic communication systems.

J. M. Hamilton & Co.
Oakwood St. (Jenkins Hghts.), Gastonia, N. C.; Un 4-2115; J. M. Hamilton, *owner.*

Products: Erection and maintenance of towers.

Hammarlund Mfg. Co., Inc.
460 W. 34th St., New York 1, N. Y.; Longacre 5-1300; Robert B. Moon, *general sales manager.*

Products: Remote supervisory control and data transmission equipment; variable capacitators.

Harvey Radio Co., Inc.
103 W. 43rd St., New York 36, N. Y.; Judson 2-1500; H. E. Sampson, *president.*

Products: Broadcast supplies; tape recorders; tubes, batteries; test equipment; audio systems.

Harwald Co., Inc.
1216 Chicago Ave., Evanston, Ill.; Davis 8-7070; Robert Menary, *sales manager.*

Products: Automatic slide projectors; automatic film-inspection and editing machines; film cleaners and conditioners; film shipping cases and cabinets.

Harwood Manufacturing Co.
466 W. Superior St., Chicago 10, Ill.; Whitehall 3-0465; James P. Kennedy, *vice president-general manager.*

Products: Lighting equipment; sheet-metal fabricating.

Helipot Corp.
916 Meridian Ave., South Pasadena, Calif.; Pyramid 1-2164; David C. McNeely, *sales manager.*

Products: Delay lines.

Heppner Manufacturing Co.
Box 608, Round Lake, Ill.; Kimball 6-2161; Raymond Cuny, *sales manager.*

Products: Ion traps; focus devices; ferrite antennas, flyback transformers; centering devices; speakers.

Hewlett-Packard Co.
275 Page Mill Rd., Palo Alto, Calif.; Davenport 5-4451; W. Noel Eldred, *sales manager.*

Products: Monitors and related test equipment.

Holt Electronic Mfg.
105 E. Spruce St., Mahanoy City, Pa.: 1228; Martin F. Kerrigan, *manager.*

Products: Community antenna equipment.

Houston Fearless Div., Color Corp. of America
11801 W. Olympic Blvd., Los Angeles 64, Calif.; Bradshaw 2-4331; K. B. Elliott, *vice president, sales.*

Products: Television camera pedestals, cranes, dollies, friction heads, relay tilt heads, cradle type and pan heads; remote control microwave parabolas; remote control equipment.

Branch Office:
New York 20, N. Y.: 620 Fifth Ave.; Circle 7-2977; J. L. Jiruska.

Hughey & Phillips, Inc.
3300 N. San Fernando Blvd., Burbank, Calif.; Victoria 9-1104; J. H. Ganzenhuber, *vice president and general manager.*

Products: 300mm code beacons; obstruction lights; photo-electric controls; beacon flashers; microwave tower control and alarm units; remote lamp failure indicator systems; complete tower lighting kits; sleet-melter circuits.

Hycon Mfg. Co.
2961 E. Colorado St., Pasadena, Calif.; Sycamore 5-4241; John Thompson, *manager, commercial sales.*

Products: Microwave systems and components; tv service equipment.

Industrial Mica Corp.
223 S. Van Brunt St., Englewood, N. J.; Englewood 3-7200; Arthur A. Bottie, *sales manager.*

Products: Mosaics; mica products.

Industrial Television, Inc.
369 Lexington Ave., Clifton, N. J.; Gregory 3-0900; Horace Atwood Jr., *president.*

Products: Monitors; field strength meters.

International Crystal Mfg. Co., Inc.
18 N. Lee St., Oklahoma City 1, Okla.; Forest 5-1165; R. R. Freeland, *vice president and general manager.*

Products: Quartz crystals; crystal oscillators.

International Film Bureau, Inc.
57 E. Jackson Blvd., Chicago 4, Ill.; Wabash 2-1648; Wesley Greene, *president;* Barbara Bonner, *tv department.*

Products: Two-way motor rewinds; lighting equipment; reels and cans; storage cabinets.

International Rectifier Corp.
1521 E. Grand Ave., El Segundo, Calif.; Oregon 8-6281; J. T. Cataldo, *ass't general manager.*

Products: Selenium rectifiers and diodes.

Branch Offices:
Chicago 6, Ill.: 205 W. Wacker Dr.; Franklin 2-3889; L. W. Phinney.
New York 22, N. Y.: 501 Madison Ave.; Plaza 3-4942; A. Nash.

International Research Associates, Div. of Iresco, Inc.
2221 Warwick Ave., Santa Monica, Calif.; Texas 0-4415; L. E. Brown, *president.*

Products: Monitors; video sync equipment; relay equipment; field survey; low-power transmitters; broad-band amplifiers; on-frequency re-radiation transmitters; color test equipment.

International Telemeter Corp.
2000 Stoner Ave., Los Angeles 25, Calif.; Bradshaw 2-7045; W. A. Holmin.

Products: Community tv equipment.

Inter-state Communications Co.
845 Chicago Ave., Evanston, Ill.; Davis 8-4800; Michael J. Cudahy, *sales manager.*

Products: Microwave relay equipment and systems.

Dr. Henry Jasik
61 Second St., Mineola, N. Y.; Pioneer 6-4335.

Products: Antenna and allied components for community antenna systems.

Jenfred, Inc.
36 W. 57th St., New York 19, N. Y.; C. M. Frederick, *president.*

Products: Rear-projection equipment.

Jennings Radio Manufacture Corp.
970 McLaughlin Ave., San Jose 8, Calif.; Cypress 2-4025; Calvin K. Townsend, *vice president.*

Products: Small vacuum capacitators; high voltage vacuum switches and tube voltmeter; vacuum capacitator voltage meter.

Jenson Mfg. Co.
6601 S. Laramie Ave., Chicago 38, Ill.; Portsmouth 7-7600; R. P. Glover, *vice president.*

Products: Monitoring loudspeaker systems.

Jerrold Electronics Corp.
23rd & Chestnut Sts., Philadelphia 3, Pa.; Locust 4-0707; S. Kremer, *manager, community sales division.*

Products: Community antenna systems.

Johns-Manville Sales Corp.
22 E. 40th St., New York, N. Y.; Lexington 2-7600; P. J. Washburn, *manager, acoustics.*

Products: Acoustical materials.

E. F. Johnson Co.
Waseca, Minn.; Waseca 990; M. W. Will, *sales manager.*

Products: Inductors; capacitators, rf contactors; tower lighting filters; phase sampling loops; antenna insulators and feed-through assemblies.

Jontz Manufacturing Co.
1101 E. McKinley Ave., Mishawaka, Ind.; Blackburn 9-2496; Ray A. Lake, *vice president and general manager.*

Products: Towers; masts; mast bases and mounts; guy rings.

Kaar Engineering Corp.
2995 Middlefield Road, Palo Alto, Calif.; Davenport 3-9001; R. M. Roesti, *sales.*
Products: Conalert, conelrad receiver.

Kahle Engineering Co.
1307 Seventh St., N. Bergen, N. J.; Union 7-6500; J. B. Lindsay, *engineering representative.*
Products: Tv or cathode-ray tube production equipment.

Kalbfell Labs, Inc.
1090 Morena Blvd., San Diego 10, Calif.; Cypress 8-6181; Richard T. Silberman.
Products: Studio, control-room and remote equipment; closed-circuit equipment.
Branch Offices:
Sales representatives in principal cities.

Kay Electric Co.
14 Maple Ave., Pine Brook, N. J.; Caldwell 6-4000; J. Gilmore, *sales manager.*
Products: Uhf markers, generators, transmitters.

Kay Lab, Inc.
5725 Kearney Villa Road; San Diego 12, Calif.; Browning 7-6700; Richard T. Silberman, *general manager.*
Products: Broadcast and individual television systems with complete line of accessories.
Branch Offices:
New York 21, N. Y.: RMC Associates, 170 E. 80th St.; Trafalgar 9-2023; Robert Asen. Washington 9, D. C.: Horman Associates, Inc., 2017 S St., N.W.; Decatur 2-5705; Frederick L. Horman.

Kepco Labs.
131-38 Sanford Ave., Flushing 55, L. I., N. Y.; Independence 1-7000; M. Kupfergerb, *general manager.*
Products: Power supplies.

Kimco Sales, Inc.
11 W. 42nd St., New York 36, N. Y.; Oxford 5-3782; John W. Newton, *exclusive representative for Kimco towers.*
Products: Towers.
Branch Office:
Columbia, S. C.: (Plant) Kline Iron & Metal Co., 1225 Huger St.; 4-0301.

Joseph Kinney Co., Inc.
Locust St., Carnegie, Pa.; Walnut 2-1226; J. Kinney Jr.; *president.*
Products: Copper clad steel and invar sheets; wave guides; wall tubing.

Kliegl Bros., Inc.
321 W. 50th St., New York 19, N. Y.; Columbus 5-0130; Bert Moore.
Products: Lighting equipment for tv studios.

James Knights Co.
Sandwich, Ill.; Sandwich 2141; E. H. Aberdeen, *sales manager.*
Products: Frequency control, deviation and associated equipment.

Kollmorgen Optical Corp.
347 King St., Northampton, Mass.; Northampton 283; W. C. O'Donnell, *sales manager.*
Products: Tv projection lenses and mirrors.
Branch Office:
New York, N. Y.: 30 Church St.

Ladue Supply, Inc.
8870 Ladue Rd., St. Louis 24, Mo.; Parkview 5-6490; William E. Ball, *president.*
Products: Chemsteel package tv and radio stations (without electronic equipment).

Lambda Electronics Corp.
103-02 Northern Blvd., Corona 68, N. Y.; Twining 8-9400; S. Weston, *executive vice president.*
Products: Electronic test equipment; power supplies.

Lambda-Pacific Engineering, Inc.
14725 Arminta St., Van Nuys, Calif.; State 6-1801; Steve Suddjian, *broadcast and industrial sales.*
Products: Microwave relay systems; uhf booster stations; relay auxiliary equipment; relay station test equipment.

Langevin Manufacturing Corp.
37 W. 65th St., New York 23, N. Y.; Endicott 2-7200; George Schatz, *sales manager.*
Products: Audio and electronic equipment.

James B. Lansing Sound, Inc.
2439 Fletcher Dr., Los Angeles 39, Calif.; Normandy 3-3218; W. H. Thomas, *president.*
Products: Precision transducers; loudspeaker enclosers.

Lehigh Structural Steel Co.
17 Battery Pl., New York 4, N. Y.; Whitehall 4-1424; J. F. Neary, *sales manager, radio and export division.*
Products: Towers.

Lewis & Kaufman, Ltd.
17320 El Rancho Ave., Los Gatos, Calif.; El Gato 4-3540; Jack Kaufman, *president and sales manager.*
Products: Electron power tubes and rectifiers.

Liberty Tower Mfg. Co.
P.O. Box 292, Dieterich, Ill.; Office: 37; Factory: 60; G. D. Griffith, *owner.*
Products: Transmitting towers.

Linear Equipment Labs., Inc.
380 Oak St., Copiaque, N. Y.; Amityville 2-2200; H. R. Clark, *vice president.*
Products: Generators; amplifiers; test and measuring equipment; related items.

John E. Lingo & Son, Inc.
2814 Buren Ave., Camden 5, N. J.; Woodlawn 4-0487; John E. Lingo, *president.*
Products: Television transmitting antennas.

Lynmar Engineers, Inc.
1432 N. Carlisle St., Philadelphia 21, Pa.; Stevenson 7-4450; Edward M. Beeler, *president.*
Products: Community antenna equipment.

Machlett Labs., Inc.
1063 Hope St., Springdale, Conn.; Fireside 8-7511; H. J. Hoffman, *vice president.*
Products: Electronic tubes.

Magnasync Manufacturing, Ltd.
5517-23 Satsuma Ave., North Hollywood, Calif.; Poplar 6-1692; Howard V. Auchstetter, *sales manager.*
Products: Magnetic film recording and reproducing equipment.

Magnecord, Inc.
1101 S. Kilbourn Ave., Chicago 24, Ill.; Van Buren 6-9301; W. J. Helt, *general sales manager.*
Products: Magnetic tape recording equipment.

Magnetic Sales Corp.
1147 N. Vine St., Hollywood 38, Calif.; Hollywood 9-6391; Ronald C. Cogswell, *general manager.*
Products: Magnetic film for use in tv and motion-picture sound recording.

J. A. Maurer, Inc.
37-01 31st Street, Long Island 1, N. Y.; Stillwell 4-4600; Frank J. Kelly, *sales manager.*
Products: 16mm professional motion picture cameras for producing tv film; multiple-track 16mm sound-on-film recording systems.

Measurements Corp.
Intervale Rd., Boonton, N. J.; Deerfield 4-2131; N. C. Dolan Jr.
Products: Standard television-signal generators.

Metropolitan Electric Manufacturing Corp., Lumi-Tron Div.
22-50 Steinway St., Long Island City 5, N. Y.; Astoria 8-3200; E. L. Lustig, *manager.*
Products: Studio lighting control boards; lighting fixtures and accessories; electrical distribution systems; panelboards.

Metropolitan Telephone Supply Corp.
254 Navy St., Brooklyn 1, N. Y.; Main 3-3769; Sheppard Beidler, *president.*
Products: Telephone and telegraph equipment.

Microlab
71 Okner Blvd., Livingston, N. J.; Livingston 6-0692; Harry A. Augenblick Jr., *president.*
Products: Coaxial attenuators; filters; multipliers; terminations; uhf test equipment.

Microwave Associates
22 Cummington St., Boston 15, Mass.; Dana W. Atchley Jr., *president.*
Products: Microwave tubes and wave-guide components.

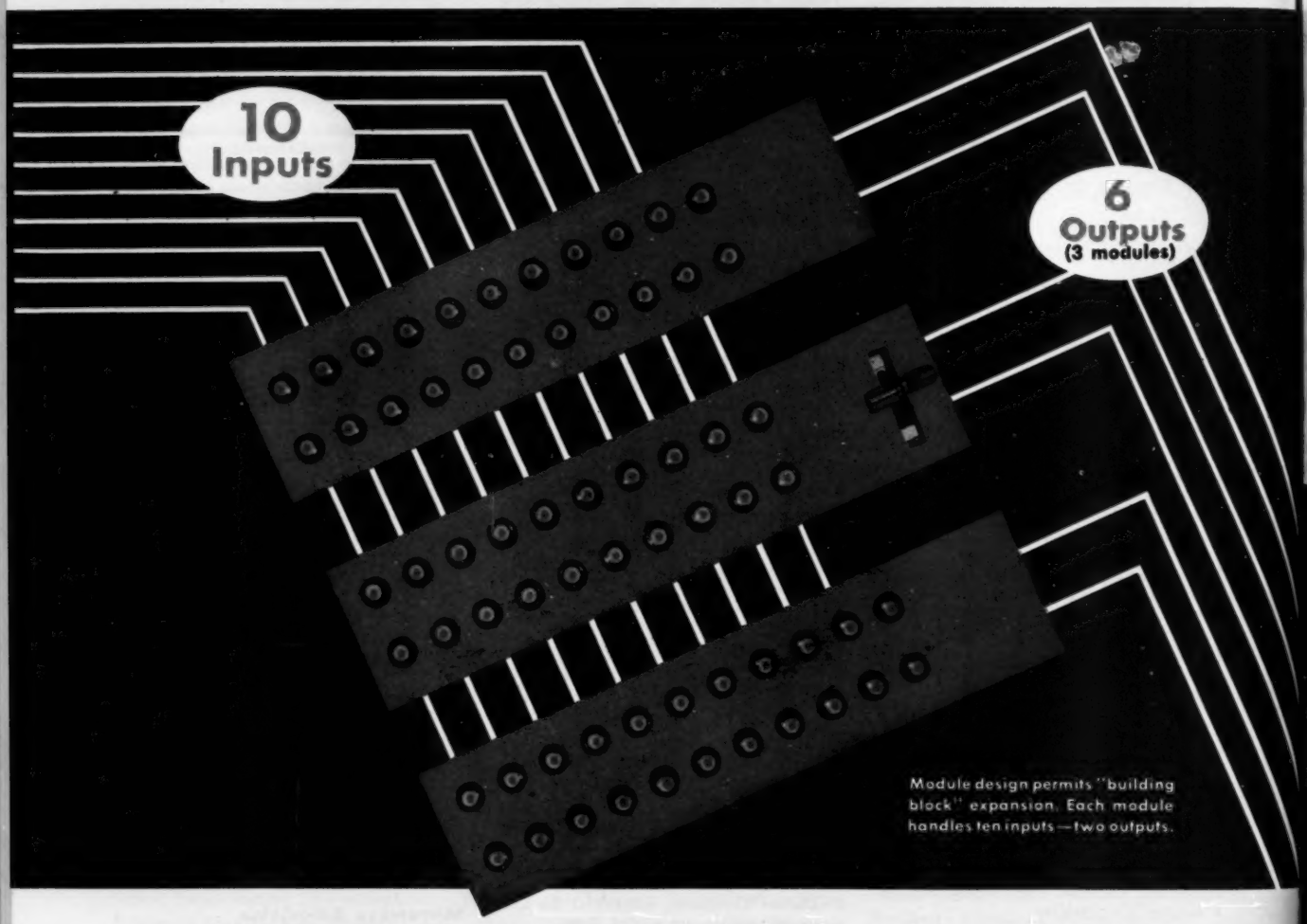
Midland Manufacturing Co., Inc.
3155 Fiberglass Rd., Kansas City 15, Kan.; Finley 7950; P. J. Cook, *sales manager.*
Products: Cathode-ray tubes.

Milo Radio & Electronics Corp.
200 Greenwich Ave., New York 7, N. Y.; Beekman 3-2980; M. A. Putterman, *president.*
Products: Test equipment; set parts.

Milwaukee Transformer Co.
5231 N. Hopkins St., Milwaukee 9, Wis.; Hopkins 6-5532; Howard S. Knopow, *partner.*

Now! Remote Switching of

COLOR OR MONOCHROME...



Module design permits "building block" expansion. Each module handles ten inputs—two outputs.

CineScanner—Superior for Monochrome . . . and Color!

- ★ **Designed for studio/master control applications—Low voltage D.C. relays eliminate costly video cabling.**
- ★ **Effects substantial savings on video processing equipment costs—as little as one-tenth the equipment required in some cases.**
- ★ **Control panel and switching chassis designed to fit various station layouts — provides utmost flexibility in station design.**
- ★ **Switching chassis designed for standard rack installation—minimum rack space required.**
- ★ **Module design (10 inputs x 2 outputs) permits ease of expansion.**
- ★ **Permits multiple control points.**
- ★ **Built-in tally lights and order wire circuits—auxiliary contacts for program audio.**

PHILCO Guarantee QUALITY

PHILCO CORPORATION

Any TV Program Source

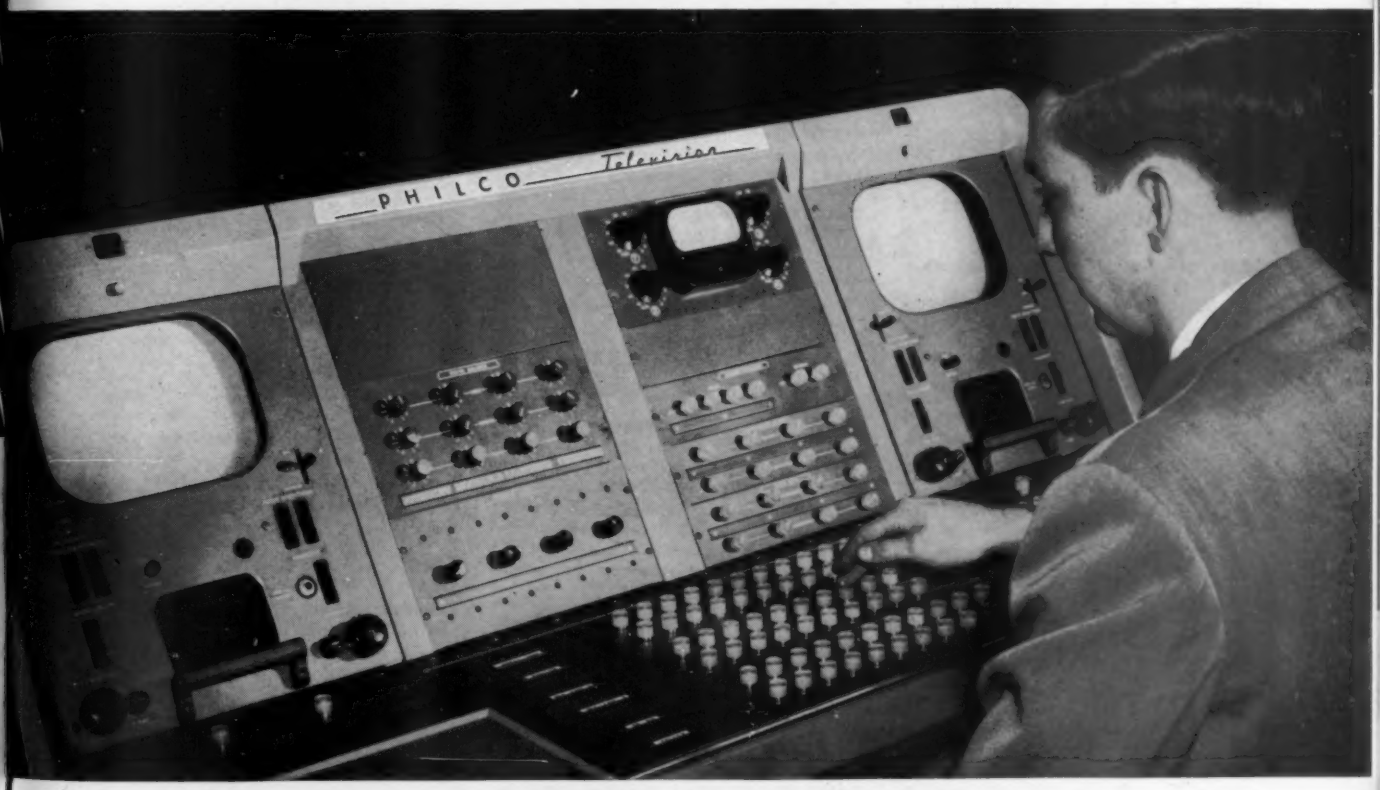
COMPOSITE OR NON-COMPOSITE

HERE is a compact, versatile TV switch that can be interconnected anywhere in your TV broadcast system. It will handle "simultaneous" (RGB), encoded color and monochrome—composite or non-composite . . . by remote control! This feature alone means big savings in encoding and distribution equipment.

But, this is only one of many important advantages. For example, by use of special color-coded patch plugs, video control of film, slide or live source can be transferred from studio to master control or to transmitter room *in a matter of seconds.* Studio and master control switching functions can be accomplished by a single switching chassis at the console or in a relay rack. In addition, the system will control wipes, splits, fades, dissolves and other special effects.

Get full technical data on this newest addition to Philco CineScanner Color Equipment. Write Philco, Dept. BT today.

New TV Switching System proves "simultaneous" switching practical and desirable



GOVERNMENT AND INDUSTRIAL DIVISION

PHILADELPHIA 44 PENNSYLVANIA

In Canada: Philco Corporation of Canada Limited, Don Mills, Ontario

EQUIPMENT

Products: Transformers.

Minnesota Mining & Mfg. Co.
900 Fauquier Ave., St. Paul 6, Minn.; Tower 8511; D. E. Denham, *sales manager, distributor trades, magnetic products.*
Products: Magnetic tape accessories.
Branch Offices:
Atlanta 3, Ga.: 732 Ashby St., NW; Elgin 4401; G. S. Miles.
Chicago 8, Ill.: 1500 S. Western Ave.; Monroe 6-6126; R. F. Woelfel.
Cincinnati 2, O.: 49 Central Ave.; Parkway 5700; J. J. O'Brien.
Cleveland 11, Ohio: 12430 Elmwood Ave.; Boulevard 2-5200; A. D. Steele.
Dallas 2, Tex.; 1221 Dragon St.; Riverside 6256; R. A. Henderson.
Hollywood 36, Calif.; 446 N. LaBrea Ave.; Webster 1-1289; M. D. Benson.
Newton Center 59, Mass.: 1330 Center St.; Decatur 2-9810; E. F. Gregg.
Philadelphia 20, Pa.: 5698 Rising Sun Ave.; Pilgrim 2-0200; J. T. Donahue.
Ridgefield, N. J.: 700 Grand Ave.; Moresmere 6-6700; J. J. McDonald.
San Francisco, Calif.: 200 Shaw Rd.; Plaza 6-0800; J. T. Evans.
St. Louis 8, Mo.: 3700 Forest Park Rd.; Jefferson 5-5269; D. A. Gilbert.

Mitchell Camera Corp.
666 W. Harvard St., Glendale 4, Calif.; Chapman 5-1086; J. D. McCall, *vice president.*
Products: Cameras; projectors; photographic equipment.

Mole-Richardson Co.
937 N. Sycamore Ave., Hollywood 38, Calif.; Oldfield 4-3660; Warren K. Parker, *vice president.*
Products: lighting equipment; microphone *booms; perambulators.*

Motorola, Inc., Communications and Electronics Div.
4501 W. Augusta Blvd., Chicago 51, Ill.; Spaulding 2-6500; Eugene S. Goebel, *national sales manager.*
Products: Two-way radio systems; STL relay and communications systems; supervisory control, carrier and telemetering equipment.

Moviola Manufacturing Co.
1451 Gordon St., Hollywood 28, Calif.; Hollywood 7-3178; Mark Serrurier, *president.*
Products: Film-editing equipment.

Musicolor, Inc.
121 E. 4th St., Michigan City, Ind.; Triangle 2-5402; Maurice Metzel, *president.*
Products: Telecolor animated color lighting apparatus synchronized with music.

Mycalex Corp. of America
125 Clifton Blvd., Clifton, N. J.; Prescott 9-8866; J. H. DuBois, *vice president engineering.*
Products: Glass bonded mica insulation; components; tube sockets and bases; synthetic mica.
Branch Offices:
Chicago 11, Ill.: 6677 Northwest Highway; Newcastle 1-7062; L. F. Thompson.
Los Angeles, Calif.: 5657 Wilshire Blvd.; Webster 8-2169; K. V. Tindall.
Minneapolis, Minn.: 801 S.E. Eighth St.; Fillmore 7701; D. A. Schultz.
Washington, D. C.: 1411 Pennsylvania Ave., N.W.; Republic 7-7040; J. Nalls.

Narda Co.
66 Main St., Mineola, N. Y.; Pioneer 6-4650; W. A. Bourke, *vice president.*
Products: Microwave test equipment.

National Cine Equipment, Inc.
209 W. 48th St., New York 36, N. Y.; Circle 6-0348; John A. Clemens, *president.*
Products: Tv dollies, lenses; microphone booms; lighting and motion-picture equipment.

National Electric Products Corp.
2 Gateway Center, Pittsburgh 22, Pa.; Grant 1-2852; A. J. Borelli, *tv-radio sales manager.*
Products: Masting, mounting accessories.

National Union Electric Corp.
237 Jacksonville Rd., Hatboro, Pa.; Osborne 5-5000; A. M. Skellet, *vice president.*
Products: Cathode ray, receiving, special-purpose tubes.
Branch Offices:
Chicago, Ill.: P.O. Box 1116; Spaulding 2-7661; F. W. Timmons.
New York, N. Y.: P.O. Box 1358; A. F. Hellert.
San Francisco, Calif.: 373 Robertson; Crestwood 5-1544; S. L. Spraggins.

Nems-Clarke, Inc.
919 Jesup-Blair Dr., Silver Springs, Md.; Juniper 5-8300; A. S. Clarke, *president.*
Products: Rebroadcast receivers; field intensity meters; video jacks and plugs.

Neumade Products Corp.
250 W. 57th St., New York 19, N. Y.; Judson 6-5810; L. E. Jones, *sales manager.*
Products: Filing, shipping, editing film equipment.

O'Brien Electric Corp.
6514 Santa Monica Blvd., Hollywood 38, Calif.; Hollywood 4-1117; John Greene, *vice president, sales.*
Products: Broadcast switchers; audio facilities; custom cabinets and consoles.

Otto K. Olesen Company
1534 Cahuenga Blvd.; Hollywood 28, Calif.; Hollywood 5-5194; Walter C. Smith, *sales manager.*
Products: Lighting equipment and accessories.

Gunnar A. Olson Corp.
225 Broadway, New York 7, N. Y.; Barclay 7-8390; Gunnar A. Olson, *president.*
Products: Tower erection; antenna installation; foundation installation.

ORRadio Industries, Inc.
120 Marvyn Rd., Opelika, Ala.; Sherwood 5-4621; Nat Welch, *vice president, sales.*
Products: Magnetic recording tape; audio-video recording tape.
Branch Offices:
Philadelphia, Pa.: 5458 Ridge Ave.; Iveridge 3-3661M; Frank Adams.
Los Angeles, Calif.: 4217 W. Jefferson Blvd.; Republic 1-2238; Claude Erlanger.
Chicago, Ill.: Merchandise Mart; Delaware 7-3575; J. J. McBride.

Oxford Electric Corp.
3911-29 S. Michigan Ave., Chicago 15, Ill.; Atlantic 5-6161; Hugo Sundberg, *vice president.*
Products: Speakers; transformers.

Pacific Transducer Corp.
11836 W. Pico Blvd., Los Angeles 64, Calif.; Granite 8-1134; R. S. Clarke, *president.*
Products: Audio transformers; audio sweep frequency generators; reproducers and associated equipment.

Paillard Products, Inc.
100 Sixth Ave., New York 13, N. Y.; Canal 6-8420; Vladimir J. Wolf.
Products: Cameras; lenses.

Parkersburg Rig & Reel Co., Inc. Div. of Parkersburg-Aetna Corp.
620 Depot St., Parkersburg, W. Va.; Parkersburg 7-4521; A. G. Evans-Lombe, *vice president-sales manager.*
Products: Tower manufacture and erection.

Pembrex Theatre Supply Corp.
1969 S. Vermont Ave., Los Angeles 7, Calif.; Republic 1-3111; Louis M. Wutke, *president and general manager.*
Products: Background slide and motion-picture projectors; visual cast prompting units.

Pentron Corp.
777 S. Tripp Ave., Chicago 24, Ill.; Sacramento 2-3201; Irving Roseman, *sales manager.*
Products: Recorders.

Permoflux Corp.
4900 W. Grand Ave., Chicago, Ill.; Berkshire 7-3200; R. S. Fenton, *vice president.*
Products: Headsets.
Branch Office:
Glendale 4, Calif.: 4101 San Fernando Rd.; J. Mutschler, *general manager.*

Phalo Plastics Corp.
25 Foster St., Worcester 8, Mass.; Pleasant 5-8658; A. N. Averill, *vice president, sales.*
Products: Thermoplastic insulated wires, cordsets, cables.

Phelps Dodge Copper Products Corp.
40 Wall St., New York 5, N. Y.; Whitehall 4-3570; F. W. Lemly, *manager Styroflex sales.*
Products: Styroflex; Styrofil; Spirofil coaxial cables.
Branch Offices:
Offices in 28 major cities in the United States.

Philco, Corp.—Government & Industrial Div.
4700 Wissahickon Ave., Philadelphia 44, Pa.; Tennessee 9-4000; George A. Hagerty, *manager, industrial products.*
Products: CineScanner film and slide television systems; all associated color and color test equipment; microwave for STL and remote pickup for color and monochrome.

Branch Offices:
Chicago 11, Ill.: 666 Lake Shore Drive; Whitehall 4-5750; J. F. Dawson.
San Francisco 3, Calif.: Market 1-5090; 1355 Market St.; L. J. Boss.
Los Angeles 25, Calif.: 10589 Santa Monica Blvd.; Granite 8-4248; D. L. McKey.
Dallas 1, Texas: 201 Southland City Life Bldg.; Prospect 8657; J. J. Johnson.
Dayton 2, Ohio: Talbott Bldg., 1st & Ludlow Sts.; Michigan 6578; Lewis Kendall.
Washington 6, D. C.; 744 Jackson Pl. N.W.; Executive 3-1500; C. M. Volkland.
Denver, Colo.: P.O. Box 176 (Aurora); Florida 5-8282; G. L. Ashby.

Pioneer Scientific Equipment
161 Great Neck Rd., Great Neck, L. I., N. Y.; Hunter 2-7100; George Hinman.
Products: Polaroid filters.

Polarad Electronics Corp.
43-20 34th St., Long Island City 1, N. Y.; Exetor 2-4500; Alfred A. Goldberg, *sales manager.*
Products: Black-and-white, color, wave form monitors; monoscope signal sources; sync and color bar generators; color slide scanners; tv distribution amplifiers.

Precision Apparatus Co., Inc.
70-31 84th St., Glendale 27, N. Y.; Davenport 6-3982; J. M. Kirshbaum, *vice president, sales manager.*
Products: Testing and measuring equipment; generators.

Presto Recording Corp.
P.O. Box 500, Paramus, N. J.; Diamond 3-5700; T. B. Aldrich, *sales manager.*
Products: Disc, tape recording, transcription and reproducing equipment.

Prodelin, Inc.
307 Bergen Ave., Kearney, N. J.; Kearney 2-8600; L. A. Bondon, *president;* Robert F. Lewis, *vice president.*
Products: Microwave, waveguide, antenna, transmission line and associated components; aluminum towers for antenna.
Branch Offices:
Washington 5, D. C.: Southern Bldg.; Executive 3-5360; G. A. Chadwick Jr.
Montreal, Can.: 1500 St. Catherine St. W.; We 6857; Clyde B. Adams.

Projection Optics Co., Inc.
330 Lyell Ave., Rochester 6, N. Y.; Glenwood 0870; Fred E. Aufhauser, *president.*
Products: Projection lenses; motion-picture equipment.

Pro-Tex Reel Band Co.
2108 Payne Ave.; Cleveland 14, Ohio; Pr 1-7180; James Edwards.
Products: Plastic reel bands for film reels; non-magnetic reel clips for tape reels.

Pyroferric Co., Inc.
621 E. 216th St., New York 67, N. Y.; Olinville 4-3930; Eugene B. Winett, *sales manager.*
Products: Powdered iron cores; small mechanical assemblies.

Racine Tower Construction Co., Inc.
Center St., Brandon, Vt.; Brandon 85; Emile Racine, *president.*
Products: Tower erection; antenna and coaxial line installation, maintenance.

Radiant Manufacturing Corp.
2627 W. Roosevelt Rd., Chicago 8, Ill.; Crawford 7-6300; Harry E. Eller, *president.*
Products: Projection screens.

Radio Construction Co., Inc.
550 Grant St., Pittsburgh 19, Pa.; Court 1-1712.
Products: Tower erection.
Branch Office:
Detroit 34, Mich.: 6601 E. Seven Mile Rd.; Twinbrook 1-6600.

Radio Corp. of America, Commercial Electronic Products
Front & Cooper Sts., Camden 2, N. J.; Woodlawn 3-8000; Edwin C. Tracy, *manager, broadcast and tv equipment department.*
Products: Monochrome and color tv equipment; uhf and vhf transmitters; audio, monitoring and mobile equipment; test equipment for tv stations; studio and film cameras, control room, transmission line equipment; film projectors and systems; audio and video amplifiers; antenna systems; towers, tower lighting, microwave equipment and accessories.
Branch Offices:
Atlanta 3, Ga.: 522 Forsyth Bldg.; Jackson 4-7703.
Boston 16, Mass.: John Hancock Bldg., 200 Berkeley St.; Hubbard 2-1700.
Chicago 54, Ill.: 1186 Merchandise Mart Plaza; Delaware 7-0700.
Cleveland 15, Ohio: 1600 Keith Bldg.; Cherry 1-3450.
Dallas 1, Tex.: 1907-11 McKinney Ave.; Riverside 1371.
Kansas City 6, Mo.: 340 Dierks Bldg., 1006 Grand Ave.; Harrison 1-6480.
New York 20, N. Y.: 36 W. 49th St.; Judson 6-3800.
Hollywood 28, Calif.: 1560 N. Vine St.; Hollywood 9-2154.
San Francisco 2, Calif.: 420 Taylor St.; Ordway 3-8027.
Seattle 4, Wash.: 2250 First Ave., S.; Main 8350.
Washington 6, D.C.: 1625 K St., NW; District 6-1260.

Radio Electronic Supply Co.
505 Jefferson Ave., S.E., Grand Rapids 3, Mich.; Grand Rapids 9-4611; Norman MacPhail.
Products: Closed-circuit systems; camera and power tubes; sound-recording equipment: test and measuring equipment; associated components.

Radio Engineering Laboratories, Inc.
36-40 37th St., Long Island City 1, N. Y.; Stillwell 6-2100; C. R. Runyon Jr., *president.*
Products: Studio transmitter links for aural program purposes.

Radio Music Corp.
84 S. Water St., Port Chester, N. Y.; Jefferson 1-8620 (Byram, Conn.); J. Giovanucci, *sales manager.*
Products: Transcription reproducers; tone arms; pickup cartridges; equalizers; turntables.

Radio Receptor Co., Inc.
240 Wythe Ave.; Brooklyn 11, N. Y.; Evergreen 8-6000; Hugo Cohn, *president.*
Products: Industrial tv systems.

Rangertone, Inc.
73 Winthrop St., Newark 4, N. J.; Humboldt 5-2550; R. H. Ranger, *sales manager.*
Products: Synchronous sound-recording equipment for motion pictures, especially as used on television; transfer of magnetic sound to optical film; studio facilities for motion-picture sound.

Raven Screen Corp.
124 E. 124th St., New York 35, N. Y.; Lehigh 4-8408; Fred Rose, *manager.*
Products: Projection screens.

Raytheon Mfg. Corp., Commercial Equipment Div.
100 River St., Waltham 54, Mass.; Twinbrook 3-5860; D. J. Webster, *marketing manager.*
Products: Tv microwave relay equipment.

Raytronic Laboratories, Inc.
9701 Reading Rd., Cincinnati 15, Ohio; Valley 8500; L. A. Razette, *vice president.*
Products: Test and measuring equipment.

Recoton Corp.
52-35 Barnett Ave., Long Island City 4, N. Y.; Defender 5-3344; S. J. Karns, *vice president.*
Products: Recording and reproducing components.

Reeves Soundcraft Corp.
10 E. 52nd St., New York 22, N. Y.; Plaza 9-2644; F. B. Rogers Jr., *vice president.*
Products: Sound reproduction equipment.
Branch Office:
Los Angeles 48, Calif.: 1429 N. Vista St.; Hollywood 2-3552; Wayne Graham.

Rek-O-Kut Co., Inc.
38-01 Queens Blvd., Long Island City 1, N. Y.; Stillwell 4-7062; George Silber, *president;* Avery Yudin, *sales manager.*
Products: High-fidelity transcription turntables and consoles.

Resdel Engineering Corp.
330 S. Fair Oaks Ave., Pasadena 1, Calif.; Ryan 1-7689; H. K. Abajian, *president-general manager.*
Products: Electronic measuring equipment.

Rissi Electronic Supply Co.
14405 Wyoming, Detroit 38, Mich.; Texas 4-8420; V. A. Wilton.
Products: Sound recording equipment; camera and power tubes.
Branch Office:
Grand Rapids, Mich.: 505 Jefferson, SE; Grand Rapids 9-4611; N. MacPhail.

Rolab
Sandy Hook, Conn.; Newtown Garden 6-2466; Henry Roger, *manager.*
Products: Sound-film computer; tv film editor; camera timer; beam splitter; projectoscope; Roger comparator.

COLOR

RCA LIVE COLOR CAMERA

"ALL-IN-ONE" PROCESSING AMPLIFIER

All-electronic unit provides identical control equipment for both live and film camera chains.

SPACE SAVING EQUIPMENT

Only 100 inches of rack space required for all equipments necessary to operate camera chain. With monitors and processing amplifier at the console, only ¾ of a rack needed for efficient complete installation.

NEW POWER SUPPLY

Occupies only ½ space of former d-c power supplies . . . high efficiency plus high output . . . 1500 ma.

CENTRALIZED CONTROLS

Minimize setup time . . . only two controls in "on-air" operation. In addition, over-all stability, peak camera performance and picture quality are assured.

means business!

STATIONS NOW USING LIVE COLOR TO BUILD HIGH SPONSOR INTEREST

Equipped with RCA Live Color Camera Equipment, alert station managements are trail-blazing along the new frontiers of television... adding brilliant dimensions to programming techniques, transforming commercial products into thrilling reality. These progressive television stations are using local color originations to build prestige and stimulate sponsor interest.

LIVE COLOR STATIONS

KHQ, Spokane	WBAL, Baltimore	WJAC, Johnstown
KJEO, Fresno	WBEN, Buffalo	WKY, Okla. City
KMTV, Omaha	WBTV, Charlotte	WNBQ, Chicago
KOMO, Seattle	WCBS, New York	WOAI, San Antonio
KRCA, Los Angeles	WCCO, Minneapolis	WRCA, New York
KRON, San Francisco	WDSU, New Orleans	WSAZ, Huntington
KTLA, Los Angeles	WFBM, Indianapolis	WTMJ, Milwaukee
WBAP, Fort Worth	WGN, Chicago	WTVJ, Miami
WFIL, Philadelphia	WRCV, Philadelphia	WCAU, Philadelphia
WBRE, Wilkes-Barre	KARD, Wichita	WGAL, Lancaster
KCMO, Kansas City	WJBK, Detroit	KGW, Portland

Local studio originations, and live commercials in color are making sponsors sit up and take notice. Your station can spark the same type of advertiser interest in production of live color with RCA's color camera equipment! For complete technical information call your RCA Broadcast Sales Representative. In Canada write RCA VICTOR Company Limited, Montreal.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TELEVISION

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT **CAMDEN, N. J.**

EQUIPMENT

Rome Cable Corp.
P.O. Box 71, Rome, N. Y.; Rome 3000; F. S. Marks, *sales manager.*
Products: Electrical wires and cables; mast tubing.

Rust Industrial Co., Inc.
130 Silver St., Manchester, N. H.; Manchester 3-3596; T. W. Forget.
Products: Studio lighting control panel.

Rutherford Electronics Co.
3707 S. Robertson Blvd., Culver City, Calif.; Texas 0-4362; C. E. Rutherford.
Products: Pulse generators and pulse delay units.

RYB, Inc.
251 S. Robertson Blvd., Beverly Hills, Calif.; Bradshaw 2-1983; Eddie Yuhl.
Products: Microphones; speaker systems; amplifiers; rf-cue systems.
Branch Office:
New York, N. Y.; c/o Visual Transcriptions, Inc., 49 W. 19th St., Chelsea 2-8218.

Scenic Backgrounds, Inc.
662 N. Heliotrope Dr., Los Angeles 4, Calif.; Normandy 2-1128; Allen F. Buckley, *president.*
Products: Scenic backgrounds.

Paul Schafer Custom Engineering
2279 Allesandro St., Los Angeles 39, Calif.; Normandy 2-2161; Paul C. Schafer, *owner.*
Products: Remote control systems.

Schumaker Construction Inc.
E. Michigan St. at Warnke Rd., Michigan City, Ind.; Triangle 4-3218; K. F. Schumaker, *president.*
Products: Tower erection.

Herman Hosmer Scott, Inc.
385 Putnam Ave., Cambridge 39, Mass.; Kirkland 7-0646; Victor H. Pomper.
Products: Dynamic noise suppressors.
Branch Offices:
Philadelphia 19, Pa.: 7135 Germantown Ave.; Wissahickon 7-1816; H. Estersohn.
Pittsburgh 16, Pa.: P.O. Box 8046; Fieldbrook 1-5100; E. Tydings.

Self-Winding Clock Co., Inc.
209 Willoughby Ave., Brooklyn 5, N. Y.; Main 2-6300; Harvey S. Wellman, *assistant sales manager.*
Products: Sweep seconds, dry-cell operated self-winding clocks containing connections for receiving automatic synchronizing pulses from Western Union lines, or manual synchronizing pulses from control kit.
Branch Offices:
All Western Union offices.

Servo Corp. of America
20-20 Jericho Tpke., New Hyde Park, N. Y.; Fieldstone 7-2810; E. Andreassen.
Products: Vhf audio monitoring receiver.

Setchell-Carlson, Inc.
330 Fifth Ave., St. Paul 12, Minn.; Melrose 3-3131; H. E. Tyler, *general manager.*
Products: Unit-ized tv and tv monitors.

Shallcross Manufacturing Co.
Jackson & Pusey Aves., Collingdale, Pa.; Farragut 9-5100; Donald O'Halloran, *vice president.*
Products: Tv delay lines; switches; wire-wound resistors.
Branch Offices:
Sales representatives in the principal cities of the United States and Canada.

Paul Shepard Co.
1675 Galvez St., San Francisco 24, Calif.; Atwater 8-0482; Paul Shepard, *owner.*
Products: Tower erection.

Shields Studio
5537 Suburban Tracks; St. Louis, Mo.; Forrest 7-2535; Tom M. Shields, *owner.*
Products: Scenic tv settings; drops; draperies; rigging; curtain tracks.

Shure Brothers, Inc.
225 W. Huron St., Chicago 10, Ill.; Delaware 7-4550; V. Machin, *vice president.*
Products: Microphones.

Skyline Tower Co.
2436 W. 59th St., Chicago 29, Ill.; Walbrook 5-1288; W. E. Smith, *president.*
Products: Towers.

Rawdon Smith Associates, Inc.
1319 19th St., N.W., Washington 6, D.C.; Decatur 2-1522; F. R. Smith.
Products: Tape duplicating equipment.

Sonic Recording Products, Inc.
58 Mill Rd., Freeport, N. Y.; Freeport 8-3610; A. Snyder, *sales manager.*
Products: Custom molding phonograph records.

Sonocraft Corp.
115 W. 45th St., New York 36, N. Y.; Judson 2-1750; H. H. Oppenheimer.
Products: Sound and recording equipment.

S.O.S. Cinema Supply Corp.
602 W. 52nd St., New York 19, N. Y.; Plaza 7-0440; J. A. Tanney, *president.*
Products: Camera and film-lab equipment and accessories; booms; microphones; film processing, tilting and animation; lighting units, tripods and dollies.
Branch Office:
Hollywood 28, Calif.: 6331 Hollywood Blvd.; Hollywood 7-9202; Alan C. Macauley.

Sound Apparatus Co.
Main & Morris Sts., Stirling, N. J.; Millington 7-0600; E. T. Rice.
Products: Graphic sound recorders.

Spencer-Kennedy Laboratories, Inc.
1320 Soldiers Field Fd., Boston 35, Mass.; Al 4-5400; W. K. Headley, *sales manager.*
Products: Community antenna equipment; master antenna distribution systems; closed-circuit systems.

Stainless, Inc.
3rd Street, North Wales, Pa.; North Wales 4871; Walter L. Guzewicz, *president.*
Products: Structures of all types; tv, microwave and scatter specialists.

Stancil-Hoffman Corp.
921 N. Highland Ave., Hollywood 38, Calif., Hollywood 4-7461; William V. Stancil, *president.*
Products: Magnetic film recorders for fixed, portable and mobile use; synchronous and interlock motors.

Standard Electronics Corp.
285 Emmet St., Newark 5, N. J.; Bigelow 3-5540; William H. Zillger, *vice president.*
Products: Television transmitters, amplifiers, control desks, monitors, dummy loads, harmonic filters, cameras, studio equipment; complete station packages.
Branch Offices:
Washington 6, D.C.: 414 Defense Bldg., 1026 17th St. N.W.; Republic 7-2246; James T. Campbell.
Atlanta, Ga.: 478 Overbrook Dr., N.W. Atwood 0710; S. Perry Jenkins.
Los Angeles 36, Calif.: 432 S. Curson Ave., Webster 1-4382; Lewis E. Pett.
Dallas, Tex.: Commercial Electronics Corp., 1027 Levee St.; M. Zimmerman.

Stevens Manufacturing Corp.
8538 Warner Dr., Culver City, Calif.
Products: Microphones.

Strong Electric Corp.
87 City Park Ave., Toledo 1, Ohio; Cherry 8-3741; Arthur J. Hatch, *president.*
Products: Carbon-arc spotlights; side projectors; projection-arc lamps.

Studio Television Products Sales Corp.
11 W. 42nd St., New York 36, N. Y.; Oxford 5-2199; John W. Newton, *president.*
Products: Dollies; dolly bases; tripods; microphone booms.

Swager Tower Co.
Box 203 Angola, Ind.; Angola 8167L.
Products: Television and radio tower antennas.

Sylvania Electric Products, Inc.
1740 Broadway, New York 19, N. Y.; Judson 6-2424; D. W. Gunn, *general sales manager, electronic products sales.*
Products: Radio tubes; television picture tubes; test equipment; electronic products.
Branch Offices:
Cincinnati, Ohio: 706 Terrace Plaza Bldg.; Garfield 1-1550; Jack T. Mallen.
Los Angeles 58, Calif.: 2946 E. 46th St.; Logan 5-8121; F. Edward Gilbert Jr.
Melrose Park, Ill.: 2001 N. Cornell Ave.; Estebrook 9-2525; E. Bruce McEvoy.
Teterboro, N. J.: 1000 Huyler St.; Hasbrouck Heights 8-9484; Justin J. McCarthy.

Tarc Electronics, Inc.
48 Urban Ave., Westbury, L. I., N. Y.; Edgewood 4-3900; M. L. Singer, *executive vice president.*
Products: Broadcasting and test equipment; closed-circuit systems.

Sarkes Tarzian, Inc., Broadcast Equipment Div.
E. Hillside Drive, Bloomington, Ind.; Bloomington 7251; Biagio Presti, *sales manager;*

F. Dan Meadows, *commercial manager.*

Products: Low power vhf, uhf transmitters; 16mm film projectors, slide projectors; film cameras; switching systems; distribution amplifiers; fixed and portable microwave equipment; synchronizing generators; power supplies; utility racks; consoles; vidicon studio cameras.

Technical Appliance Corp.
1 Taco Ave., Sherburne, N. Y.; Sherburne 7-2211; Tore Lundahl, *vice president, director of sales.*

Products: Television receiving antennas; installation accessories; set couplers; antenna matching devices.

Technicraft Labs., Inc.
Waterbury - Thomaston Rd., Thomaston, Conn.; Atlas 3-4315; G. R. Houk, *sales manager.*

Products: Waveguides; microwave test components.

Tektronix, Inc.
P.O. Box 831, Portland 7, Ore.; Cypress 2-2611; W. K. Dallas, *field engineering manager.*

Products: Oscilloscopes and adapters; square wave generators; waveform monitors.

Branch Offices:
Baltimore 14, Md.: 8118 Harford Rd.; Northfield 5-2600.
Bronxville 8, N. Y.: 49 Pondfield Rd.; Deerfield 7-3771.
Newtonville 60, Mass.: 18 Austin St.; Laselle 7-2212.
Philadelphia 50, Pa.: 7709 Ogontz Ave.; Waverly 4-5678.
Syracuse 10, N. Y.: 313 Nottingham Rd.; 72-3339.
Albuquerque, N. M.: 127C Jefferson St., N.E.; 6-1279.
Cleveland 11, Ohio: 3353 Edgecliff Terrace; Clearwater 2-2121.
Dayton 3, Ohio: 3898 Linden Ave.; Lincoln 1774.
Elmwood Park 35, Ill.: 7514 W. North Ave.; Gladstone 6-7930.
West Los Angeles 25, Calif.: 12434 Santa Monica Blvd.; Bradshaw 2-1563.
Phoenix, Ariz.: 2415 E. McDowell Rd.; Bridge 5-9762.
Menlo Park, Calif.: 1436 El Camino Real; Davenport 2-5590.

Telechrome Manufacturing Corp.
28 Ranick Dr., Amityville, N. Y.; Lincoln 1-3160; H. Charles Riker, *vice president, director of sales.*

Products: Complete color tv equipment for network rebroadcast; color films; test signal generators, slides; video transmission test equipment; portable signal generators; measuring instruments; custom equipment to individual requirements.

Representative:
Telechrome, Inc., of Illinois, 670 N. Elizabeth St., Lombard, Ill.; Lombard 1232; D. Chapman.

Telecolor, Inc.
900 N. Michigan Ave., Chicago 11, Ill.; Superior 7-9481; Maurice Wetzel, *president.*

Products: Animated color lighting apparatus synchronized with music, direct to camera or on 16mm film.

Telectrosonic Corp.
35-18 37th St., Long Island City 1, N. Y.; Yellowstone 2-8600; David Libsohn, *sales manager.*

Products: Magnetic tape recorders.

TelePrompTer National Sales Corp.
311 West 43rd St., New York 36, N. Y.; Judson 2-3800; H. W. Hobler, *vice president, sales.*

Products: Cueing equipment; rear screen projection equipment; automation and studio equipment.

Branch Offices:
Chicago, Ill.: 177 N. State St.; Franklin 2-8826; Ted Boisumeau.
Los Angeles, Calif.: 6151 Santa Monica Blvd.; Hollywood 9-6239; George Kane.
Washington, D.C.: 1346 Connecticut Ave.; Columbus 5-3161; Fred Barton.
Toronto, Ont., Can.: 447 Jarvis St.; Walnut 2-2103; S. W. Caldwell.

Television Associates, Inc.
E. Barker Ave., Lakeland, Michigan City, Ind.; Triangle 4-7207; W. C. Eddy, *president.*

Products: Dollies; tripods, relay mounting equipment; film magazines; projectors; rear projection screens; microwave aerial surveys; repeating tape cartridges.

Television Specialty Corp.
350 W. 31st Street, New York 1, N. Y.; Longacre 4-2334; K. Alfred Jenkins, *president.*

Products: Rear-screen projection; optical effects kits; tv lighting equipment; film processing equipment; microphone booms; film-room equipment.

Branch Offices:
1914 N. Cogswell Road, El Monte, Calif.: Forrest 0-7586; E. J. Baughman.
447 Jarvis St., Toronto, Ont., Can.: WA 2-2103; G. B. Quinney.

Television Transmission Co.
301 Peru St., Peru, Ill.; Peru 1106; E. S. Nelson, *vice president-manager.*

Products: Community antenna equipment.

Television Utilities Corp.
112-33 Colonial Ave., Corona 68, L. I., N. Y.; Twining 8-1000-1-2; A. E. Siegel, *president.*

Products: Television monitors; 8", 12", 17", 27" video line and distribution amplifiers; 17" pulse cross monitors; industrial tv sync generators.

Television Zoomar Corp.
500 Fifth Ave., New York 36, N. Y.; Bryant 9-5835; Jack A. Pegler, *president.*

Products: Tv studio Zoomar; tv Universal Zoomar lenses.

Telex, Inc.
1633 Eustis, St. Paul, Minn.; Midway 6-7211; John Anderson, *sales engineer;* Kenneth McCrimmon, *assistant sales manager.*

Products: Television headsets.

Branch Offices:
Representatives and distributors in all major cities.

Tel-Instrument Electronics Corp.
728 Garden St., Carlstadt, N. J.; Webster 9-9520; E. W. Brinkerhoff, *vice president-sales manager.*

Products: Production line test equipment; studio equipment; studio and station test equipment.

Terminal Radio Corp.
85 Cortlandt St., New York 7, N. Y.; Worth 4-3311; Frank Miller, *secretary.*

Products: Electronic equipment.

Thompson Products, Inc., Electronics Div.
2196 Clarkwood Rd., Cleveland 3, Ohio; Henderson 1-6765; F. J. Weihmiller, *sales manager.*

Products: Tv transmitter switches.

Tower Construction Co.
2700 Hawkeye Dr., Sioux City 2, Iowa; Sioux City 5-7653; M. M. Lasensky, *owner;* A. C. Tilton, *general manager.*

Products: Television towers; microwave towers and buildings; passive reflectors and erection service.

Branch Office:
6640 23rd Ave., W. Hyattsville, Md.: Harrison 2-3515; Frank Little.

Tower Sales & Erecting Co.
6100 N.E. Columbia Blvd., Portland 13, Ore.; Atlantic 7-7303; C. H. Fisher, *president.*

Products: Television-tower foundations, erection, lighting, painting.

Trad Electronics Corp.
1001 First Ave., Asbury Park, N. J.; Prospect 6-7447; George Trad, *president.*

Products: Motiograph theatre-tv systems.

Transistor Products, Inc.
241-257 Crescent St., Waltham 54, Mass.; Waltham 5-9330; E. F. Giguere, *director of sales.*

Products: Diodes and transistors.

Trans-Lux Corp.
625 Madison Ave., New York 22, N. Y.; Plaza 1-3110; Bert W. Roth, *sales director.*

Products: Teleprocess background scenery; rear-projection screens and projectors for tv backgrounds; background scenic slides; lenses; frames.

Branch Offices:
Brooklyn 15, N. Y.: 162 13th St.; St 8-0604; R. Frampton.
Torrance, Calif.: 1111 Sepulveda Blvd.; Roy Stewart.

Transvision, Inc.
460 North Ave., New Rochelle, N. Y.; New Rochelle 6-6000; Herbert Suesholtz, *president.*

Products: Community antenna equipment.

Tressel Television Productions, Inc.
111 W. Washington St., Chicago 3, Ill.; Financial 6-2976; F. Tracey, *general sales manager.*

Products: Remote controlled slide and opaque projector with multiplexer, for use with iconoscope and vidicon.

Branch Office:
Phoenix, Ariz.: 906 E. Amelia St.; Crest-

wood 4-7403; E. Morris.

John D. Trilsch, Inc.
1310 McKinney Ave., Houston, Tex.; Atwood 9351; John D. Trilsch, *president.*
Products: Manufacture and erection of television towers.

Triplett Electrical Instrument Co.
286 Harmon Rd., Bluffton, Ohio; Bluffton 323-W; N. A. Triplett, *sales manager.*
Products: Test and measuring equipment; signal generators, meters.

Truscon Steel Div., Republic Steel Corp.
Albert St., Youngstown, Ohio; Riverside 6-7211; G. F. Bateson, *sales manager, steel joist and tower products.*
Products: Towers.
Branch Offices:
In all principal cities in the United States.

Turner Co.
909 17th St., N.E., Cedar Rapids, Iowa; Cedar Rapids 3-8144; H. M. Murdock, *vice president-sales manager.*
Products: Microphones and accessories.

Union Switch & Signal Div., Westinghouse Air Brake Co.
Pittsburgh 18, Pa.; Penhurst 1-0880; A. M. Wiggins, *vice president-general manager.*
Products: Low-frequency control and communication for tv tower elevators.

United States Motors Corp.
420 Nebraska Ave., Oshkosh, Wis.; Blackhawk 9100; L. D. Meeker, *sales promotion manager.*
Products: Stand-by engine generator sets; micropower.
Branch Offices:
Houston, Tex.: 3132 Pickwick Lane; Jackson 4-9638; Jack Dugan.
Locust, N. J.: P.O. Box 407; Atlantic Highlands 12320; I. D. Bartlett Jr.
Mill Valley, Calif.: 8 Echo Lane; Dunlap 81992; R. L. Schultz.

United Tower Co.
Union Trust Bldg.; Petersburg, Va.; Petersburg 3347; John J. Hoke.
Products: Supporting antenna and microwave towers.

United Transformer Co.
150 Varick St., New York 13, N. Y.; Algonquin 5-3500; I. A. Mitchell, *president.*
Products: Transformers; reactors; filters; equalizers; inductors.
Branch Office:
Los Angeles 45, Calif.: 4008 W. Jefferson Blvd.; Republic 1-6313; H. Hornickel.

Universal General Corp.
324 Canal St., New York 13, N. Y.; Walker 5-9642; M. Greenberg, *president.*
Products: Relays and other control equipment.

University Loudspeakers, Inc.
80 S. Kensico Ave.; White Plains, N. Y.; White Plains 6-7700; Lawrence J. Epstein, *director of sales and merchandising.*
Products: Auxiliary speakers for television receivers; monitor speakers.

Vallen, Inc.
225 Bluff St., Akron 4, Ohio; Blackstone 3-4933; E. J. Vallen, *president.*
Products: Panorama tracks, curtain tracks and controls for every curtain-operating requirement.

Vandivere Laboratories, Inc.
3520 S. Four Mile Run Dr., Arlington 6, Va.; Jackson 7-3422; Edgar F. Vandivere, *president.*
Products: Station program automation equipment.

Varian Associates
611 Hansen Way, Palto Alto, Calif.; Davenport 5-5631; W. M. Silhavy, *sales manager.*
Products: Klystrons for all applications; high-power waterloads; klystron power supplies; modulators and pulse transformers; r-f spectroscopy equipment and research magnets.
Branch Offices:
San Carlos, Calif.: (Production facilities) 990 Varian St.; Emerson 8-3941.
Georgetown, Ont., Can.; Varian Associates of Canada, 45 River Drive; Wes Carnahan.

Joseph Vasconcellos, Inc.
43-15 Dutchkills St., Long Island City 1, N. Y.; Stillwell 4-8356; Joseph Vasconcellos, *president.*
Products: Curtain and cyclorama track; T-track or wire-guide counterweight systems; turntables; microphone boom dollies; monitor racks; paint frames.
Branch Office:
Burbank, Calif.: 3816 W. Magnolia Blvd.; Victoria 9-3026; F. A. Colon.

Victor Animatograph Corp.
Davenport, Iowa; Davenport 3-9917; K. Spelletich, *sales manager.*
Products: Motion picture projectors; magnesound recording attachment for projectors.

Victorlite Industries, Inc.
4117 W. Jefferson Blvd., Los Angeles 16, Calif.; Republic 2-4033; Ralph W. Siegel, *sales manager.*
Products: Projection accessories.

Viewlex, Inc.
35-01 Queens Blvd., Long Island City 1, N. Y.; Exeter 2-0100; L. A. Peirez, *president.*
Products: Slide and strip film automatic projectors.

Vulcan Tower Co.
P.O. Box 2467, Birmingham 1, Ala.; 54-4441; W. J. Brennan, *partner.*
Products: Towers, manufacture and erection.
Branch Office:
Washington, D.C.; 3738 Kanawha St., N.W.; Emerson 2-8071; W. E. Benns Jr.

Wallach & Associates, Inc.
1589 Addison Road, Cleveland 3, Ohio; SW 1-5580; Charles Wallach, *president.*
Products: Film, tape and disc storage cabinets.

Ward Products Corp., Div. of Gabriel Co.
4710 State St., Ashtabula, Ohio; Ashtabula 23-161; L. H. Kline, *general sales and merchandising manager.*
Products: Antennas; masts; hardware.

Ware Coupling & Nipple Co.
Milner St., Ware, Mass.; Ware 905; D. W. Howe Jr., *vice president.*
Products: Remote control equipment; conelrad alert system; audio control amplifiers.

Warren Wire Co.
Pownal, Vt.; Pownal 2511; F. W. Kunzelmann, *vice president*
Products: Copper magnet wire; Teflon insulated fabrics, tapes, yarns; high-temperature coaxial cables.

Washington Aluminum Co., Inc.
Knecht St. & Penna. R.R., Baltimore 29, Md.; Arbutus 2700; Malcolm Melvin, *sales manager.*
Products: Aluminum gin poles for tower erection.
Branch Offices:
New York 17, N. Y.: 342 Madison Ave.; Murray Hill 7-0926; Frank Crofutt.
San Francisco 11, Calif.: 37 California St.; Yukon 6-2803; M. J. Gigy.
Montreal 3, Can.: 637 Craig St.; University 6-3529; A. A. Desmarias.

Westbury Electronics Co.
40 Urban Ave., Westbury, N. Y.; Edgewood 3-2080; William J. McBride, *sales manager.*
Products: Community antenna equipment.

West Coast Electronics Co.
5873 W. Jefferson Blvd,. Los Angeles 16, Calif.; Texas 0-7211; John P. Daily, *manager.*
Products: Chassis.

Weston Electrical Instrument Corp.
614 Freylinghuysen Ave., Newark 5, N. J. Bigelow 3-4700; R. K. Putnam, *manager electrical instruments.*
Products: Testing and measuring equipment.
Branch Offices:
New York 7, N. Y.; 50 Church St.; Worth 4-3510; W. J. Healey.
Chicago 6, Ill.: 205 W. Wacker Dr.; Franklin 2-4656; C. G. Miller.
Washington 11, D.C.: 6230 Third St., NW; Tuckerman 2-2414; L. F. Parachini.
Los Angeles 7, Calif.: 2001 S. Grand Ave.
Cincinnati 37, Ohio: 7613 Reading Rd.
Philadelphia 4, Pa.: 101 N. 33rd St.
Union, N.J.: U. S. Highway 22 at Caldwell Ave.

Wickes Engineering & Construction Co.
12th St. & Ferry Ave., Camden 4, N. J.; Woodlawn 4-4912; R. G. Wickes, *president.*
Products: Studio color test and generating equipment.

Wilcox-Gay Corp.
W. Seminary St., Charlotte, Mich.; Charlotte 485; Donald E. Heinisch, *executive vice president.*

Products: Magnetic tape and discs; disc blanks; cutting and playback needles.
Branch Offices:
Brooklyn 1, N. Y.: 79 Washington St.; Ulster 2-6000; Maurice Raphael.
Chicago 10, Ill.: 743 N. LaSalle St.; Whitehall 4-0077; Rose Jenkins.

Willys Motors, Inc., Electronics Div.
6225 Benore Rd., Toledo 1, Ohio; Pontiac 1591; A. R. Bitter, *manager tv department.*
Products: Cameras and camera controls; control-room equipment; power supply; studio audio equipment; mobile equipment.
Branch Office:
Arlington 2, Va.: Box 3079 Eads Sta.; Otis 4-6950; J. C. Lauderback.

Wincharger Corp.
E. 7th & Division Sts., Sioux City 2, Iowa; Sioux City 2-1844; V. V. Holmes, *manager, antenna tower dept.*
Products: Guyed towers.

Wind Turbine Co.
E. Market St. & Penn. R.R., West Chester, Pa.; West Chester 3110; Robert W. Weeks, *president.*
Products: Microwave relay towers; ground systems; transmission lines.

Wollensak Optical Co.
850 Hudson Ave., Rochester 21, N. Y.; Congress 6-1000; E. A. Springer, *president.*
Products: Lenses and shutters.

Zane Construction Co., Inc.
18 Northfield Ave., West Orange, N. J.; Orange 4-2576; H. Bernard Zane, *president.*
Products: Tower erection and maintenance.

Zenith Optical Laboratory
1940 Great Neck Rd., Copiague, N. Y.; Amityville 4-4616; Walter Goldstein, *general manager.*
Products: Lenses; mirrors.

Wright Zimmerman, Inc.
New Brighton, St. Paul 12, Minn.; Melrose 3-3131; J. D. Zimmerman, *president.*
Products: Speakers, flyback transformers and I. F. coils.

200 Top National Spot Advertisers of the U.S.

Listings in alphabetical order. In cases where advertising figures are not available best estimates are given. Spot billings are TV AGE *estimates based on Television Bureau of Advertising reports. For explanation of abbreviations see page 4.*

American Bakeries Co.
919 N. Michigan Ave., Chicago 11, Ill.
Executives: Robert Llewellyn, *advg. mgr.;* Charles R. McCartney, *advg. mgr.,* Taystee Bread, Grennan Cakes; B. F. Lamb, *purchasing dir.,* Merita Bread.

Advertising Agencies:
YOUNG & RUBICAM, CHICAGO. Ruth Leach, *tb.*
TUCKER WAYNE, INC., ATLANTA. Anne Benton, *tb.*
ADDISON LEWIS CO., MINNEAPOLIS. Cedric Adams, *bread advg.*
SPOT TV: $1,000,000.

American Chicle Co.
30-30 Thompson Ave., Long Island City 1, N. Y.
Executives: T. H. Blodgett, *chairman;* P. L. Becker, *pres.;* J. Hoppenfeld, *vice pres. & sec.;* R. L. Harris, *advg. mgr.;* R. B. Kyle, T. H. Smith & R. N. Scott, *promotion mgrs.*

Advertising Agencies:
DANCER-FITZGERALD-SAMPLE, NY, Crawford's Dentyne. Peter Triolo, *tb.*
DILLON-COUSINS & ASSOC., NY, advg. in Republic of Columbia.
TED BATES & CO., NY, Beemans Pepsin gum, Chiclets, Clorets mints and gum, Rolaids Mints, Adams Clove gum. Alan Sloan, *tb.*
NOYES & SPROUL, INC., NY, ethical advg.
BAKER ADVERTISING AGENCY, LTD., TORONTO.
TOTAL ADVG.: $2,745,131.
NET TV: $1,739,689.
SPOT TV: $1,000,000.

American Home Foods
22 E. 40th St., New York 16.
Executives: W. F. Silbersack, *pres.;* E. L. Dosch, *exec. vice pres. & gen. mgr.;* Warren Brown, *vice pres. for mktg., research & advtg.;* Edward Calhoun, *mdsg. mgr.*

Advertising Agencies:
GEYER ADVERTISING, NY, Burnett's extracts & colors.
YOUNG & RUBICAM, NY, Chef Boy-Ar-Dee & Dennison's. Russell Young, *tb.*
CHARLES W. HOYT CO., NY, G. Washington coffee & broth. Douglas Humm, *tb.*
SPOT TV: $1,100,000.

American Telephone & Telegraph Co.
195 Broadway, New York 7.
Executives: Cleo F. Craig, *pres.;* Sanford B. Cousins, *vice pres. chg. of pub. rels.;* James W. Cook, *vice pres. chg. of mdsg.;* Walter W. Straley, *vice pres.;* Will Whitmore, *adv. mgr., tv-rad.*

Advertising Agencies:
N. W. AYER & SON, PHILADELPHIA.
CUNNINGHAM & WALSH, NY. (Spots placed by AT&T.)
TOTAL ADVG.: $8,903,409.
SPOT TV: $3,700,000.

Anahist Co.
21 Grey Oaks Ave., Yonkers, N. Y.
Executives: W. S. Lasdon, *chairman;* John S. Hewitt, *pres.;* Norman Young, *dir. advg., m. & statistics.*
(Anahist, at this writing, in process of merger with Warner-Lambert.)

Advertising Agency:
TED BATES & CO., NY. C. L. MacNelly, *a. e.;* Gerald Van Horsen, *tb.*
SPOT TV: $2,800,000.

Anheuser-Busch, Inc.
721 Pestalozzi St., St. Louis 18, Mo.
Executives: August A. Busch Jr., *chairman & pres.;* John L. Wilson, F. H. Schwaiger, Adolph B. Orthwein, Richard A. Meyer, *vice pres.'s;* R. E. Krings, *dir. advg.*

Advertising Agencies:
D'ARCY ADVERTISING, ST. LOUIS. P. J. Orthwein, *a.e.*
GARDNER ADVERTISING, ST. LOUIS. Frank L. Chipperfield, *m. dir.*
TOTAL ADVG.: $6,019,207.
NET TV: $1,061,337.
SPOT TV: $1,100,000.

Charles Antell, Inc.
Mont & Cole Sts., Baltimore, Md.
Executives: Leonard Rosen, *chairman bd. & vice pres. chg. sales;* Julius Rosen, *pres.;* Harold Tuers, *dir. advg.*

Advertising Agencies:
CAYTON INC., NY, hair tonic for men.
JOSEPH KATZ CO., BALTIMORE. Robert Rowell, *tb.*
PAUL VENZE ADVERTISING ASSOC., BALTIMORE, Charles Weiger, *m. dir.*
TOTAL ADVG.: $1,903,115.
SPOT TV: $1,500,000.

Armour & Co.
Union Stock Yards, Chicago 9, Ill.
Executives: F. W. Specht, *pres.;* R. E. Pearsall, *exec. vice pres.;* E. W. Wilson, *vice pres.;* W. S. Shafer, *vice pres.-dir. of mdsg. & advg. dir.;* R. H. Borchers, *vice pres., pork products;* Lloyd Woodall, *vice pres., dairy products;* F. B. Patton, *31st St. Auxiliaries soap, Auxiliaries products advg.;* Kenneth L. Skillin, *gen. advg. mgr.;* J. Harry Varner, *advg. mgr., fertilizer* (Atlanta, Ga.); W. M. Galbraith, *advg. mgr., food products;* D. L. Duensing, *advg. mgr., 31st St. Auxiliaries.*

Advertising Agencies:
N. W. AYER & SON, CHICAGO, Dash Dog Food, dairy, poultry, margarine refinery division, frosted-foods division, shortening. Elaine Ogle, *tb.*
TATHAM-LAIRD, CHICAGO, sausage, ham, bacon, other smoked and canned meats.
JORDAN-SIEBER & ASSOC., CHICAGO, Armour Laboratories.
LILLER, NEAL & BATTLE, ATLANTA, fertilizer.
HENRI, HURST & McDONALD, CHICAGO, institutional advg.
FOOTE, CONE & BELDING, CHICAGO, W. R. Forrest, *a. e.;* Chiffon Flakes and Liquid Detergent, Armour Suds, Perk Soap.
CHAMBERS & WISWELL, BOSTON, Chamberlain division advg.
TOTAL ADVG.: $7,966,667.
NET TV: $289,500.
SPOT TV: $1,200,000.

Armstrong Rubber Co.
475 Elm St., West Haven 16, Conn.
Executives: James A. Walsh Sr., *chairman;*

Frederick Machlin, *pres.;* Paul L. Giblin, *vice pres. chg. sales;* J. H. Fielding, J. A. Walsh Jr., F. E. Buddenhagen, C. E. Rueckert, *vice pres.'s;* Leo Sklarz Jr., *advg. mgr.*

Advertising Agency:
LENNEN & NEWELL, NY. Jack Schneider, *a. e.;* Robert Widhold, *tb.*
TOTAL ADVG.: $2,000,000.
SPOT TV: $800,000.

Associated Hospital Service
(Blue Cross)
80 Lexington Ave., New York 16.
Executives: Alfred L. Golden, *advg. mgr.*

Advertising Agency:
J. WALTER THOMPSON, NY. Frank Marshall, *tb.*
SPOT TV: $500,000.

Avon Products, Inc.
30 Rockefeller Plaza, New York 20.
Executives: W. Van Allan Clark, *chairman;* John A. Ewald, *pres.;* Russel Rooks, *vice pres. & gen. mgr.;* Norman C. Chadwick, *vice pres. chg. sales promotion;* George W. Shine, *advg. mgr.*

Advertising Agency:
MONROE F. DREHER, NY. Lee Petry, *tb.*
SPOT TV: $828,600.

B. T. Babbitt, Inc.
386 Fourth Ave., New York 16.
Executives: Alan N. Mendleson, *chairman;* Samuel Mendleson, *pres.;* Alton Mendleson, *first vice pres.;* Ward F. Parker, *vice pres. & dir. mktg.;* John E. Phillips, *advg. mgr.;* Gordon E. Fagerlund, *ass't advg. mgr.;* Kenneth Baumbusch, *sales promotion mgr.;* Kenneth Maisch, *ass't sales promotion mgr.;* Herbert W. Little, *mkt. rsrch. dir.*

Advertising Agencies:
DANCER-FITZGERALD-SAMPLE, NY. Lawrence Benidict, *a. e.;* Babo. Pete Triolo, *tb.*
HARRY B. COHEN ADVERTISING, NY. Edward Aleshire, *a. e.;* Glim liquid detergent. Art Harrison, *tb.*
TOTAL ADVG.: $2,900,000.
SPOT TV: $1,450,000.

B C Remedy Co.
423 Morris St., Durham, N. C.
Executives: C. T. Council Sr., *pres. chg. advg.;* C. T. Council Jr., *vice pres., production;* W. T. Hamlin, *dir. mktg.*

Advertising Agencies:
N. W. AYER & SON, PHILADELPHIA, northeastern states advg. C. M. Wilds, *tb.*
HARVEY - MASSENGALE, DURHAM, N. C. C. Knox Massey, *a. e.;* southeastern advg.
SPOT TV: $550,000.

P. Ballantine & Sons
57 Freeman St., Newark 5, N. J.
Executives: Carl W. Badenhausen, *pres.;* O. A. Badenhausen, *exec. vice pres.;* John E. Farrell, *vice pres.;* James MacDiarmid, *acting advg. mgr.;* William J. Archer Jr., *dir. mktg. rsrch.*

Advertising Agency:
WM. ESTY CO., NY. Frank Mahon, *tb.*
TOTAL ADVG.: $3,123,000.
SPOT TV: $1,700,000.

Bank of America National Trust & Savings Assn.
300 Montgomery St., San Francisco 20, Calif.
Executives: Jesse W. Tapp, *chairman;* Seth Clark Beise, *pres.;* Lloyd Mazzera, *exec. vice pres.;* Henry L. Buccello, *advg. mgr.;* Julian R. Davis, *dir. pub. rels.*

Advertising Agency:
BBDO, SAN FRANCISCO, savings account advg.
SPOT TV: $600,400.

Beech-Nut Packing Co.
Canajoharie, N. Y.
Executives: W. C. Arkell, *chairman;* J. S. Ellithorp Jr., *pres.;* Guy W. Sharpe, *vice pres.;* E. J. Roche, *vice pres.;* D. R. Grant, *vice pres.;* John A. Ulrich, *advg. mgr. at* New York.

Advertising Agency:
KENYON & ECKHARDT, NY. Richard Allewelt, *a. e.;* Lucy Kerwin, *tb.*
SPOT TV: $1,000.000.

Benrus Watch Co.
50 W. 44th St., New York 36.
Executives: Benjamin Lazrus, *chairman bd.;* S. Ralph Lazrus, *pres.;* Julian Lazrus, *sec.;* Oscar M. Lazrus, *treas.;* Harvey M. Bond, *advg. dir.;* Joseph S. Seroka, *sales promotion mgr.*

Advertising Agency:
LENNEN & NEWELL, NY. Jack D. Tarcher, *a. e.;* Len Tarcher, *tb.*
SPOT TV: $1,500,000.

Best Foods, Inc.
1 E. 43rd St., New York 17.
Executives: L. G. Blumenschine, *chairman & pres.;* Albert Brown, *vice pres. chg. advg. & pub. rels.*

Advertising Agencies:
DANCER-FITZGERALD-SAMPLE, NY, Nucoa Margarine, Hellmann's & Best Foods Real Mayonnaise, sandwich spread, french dressing, bread & butter pickles, mustard, salad oil. Pete Triolo, *tb.*
EARLE LUDGIN & CO., CHICAGO, Rit, Shinola, Two In One & Bixby's Jet Oil shoe polishes.
SULLIVAN, STAUFFER, COLWELL & BAYLES, NY, H-O Oats, H-O Cream Farina, Presto Self-Rising cake flour. Dan Hirsch, *tb.*
YOUNG & RUBICAM, TORONTO, Canadian advg.
FOREIGN ADVERTISING & SERVICE BUREAU, NY, export advg.
TOTAL ADVG.: $4,474,866.
NET TV: $1,660,916.
SPOT TV: $1,000,000.

Hazel Bishop, Inc.
445 Park Ave., New York 22.
Executives: Raymond Spector, *chairman;* Donald D. Burr, *pres.*

Advertising Agency:
RAYMOND SPECTOR CO., NY. Richard Blaine, *tb.*
TOTAL ADVG.: $3,476,164.
NET TV: $2,733,680.

Block Drug Co.
257 Cornelison Ave., Jersey City 2, N. J.
Executives: Melvin A. Block, *pres.;* Leonard Block, *vice pres. & treasurer;* J. Jaffe, *product advg. mgr.;* Arthur E. Toft, *advg. brand mgr.*

Advertising Agencies:
DOWD, REDFIELD & JOHNSTONE, NY, Stera Kleen denture cleaner, Minipoo. Betty Nasse, *tb.*
HARRY B. COHEN ADVERTISING, NY, Amm-i-dent tooth paste & powder, Pycope tooth brushes, Green Mint mouth wash, Nytol sleeping capsules. Robert W. Kelly, *tb.*
NOYES & SPROUL, NY, ethical advg.
GREY ADVERTISING, NY, Polident, Poli-Grip. Alice J. Wolf, *tb.*
BAKER ADVERTISING, LTD., TORONTO, Canadian advg.
SULLIVAN, STAUFFER, COLWELL & BAYLES, NY. Ira Gonsier, *tb.*
TOTAL ADVG.: $3,500,000.
SPOT & PARTIC. TV: $1,785,000.

Blue Plate Foods
1315 S. Jefferson Davis Pkwy., New Orleans, La.
Executives: A. Q. Petersen, *pres.;* Charles A. Nehlig, *vice pres.;* Albert F. Sanchez, *vice pres.*

Advertising Agency:
FITZGERALD ADVERTISING, NEW ORLEANS. Marie O'Meara & Dorothy Nix, *tbs.*
SPOT TV: $500,000.

Bond Stores, Inc.
5th Ave. at 35th St., New York 1.
Executives: Barney Ruben, *pres.;* Irving Cohen, *vice pres. in charge of mdsg.;* S. N. King, *vice pres. & dir. advg.;* J. W. Connors, *gen. mgr. & dir. sales;* Irving Vogel, *advg. mgr.;* Jerry Halprin, *dir. pub. rels.*

Advertising Agencies:
JOSEPH KATZ CO., NY, for rad., tv, all stores except Calif.
COMPTON ADVERTISING, SAN FRANCISCO. Norman E. Mork, *acting a. e.* for west-coast rad., tv.
SPOT TV: $400,000.

Borden Co.
350 Madison Ave., New York 17.
Executives: Theodore G. Montague, *chairman;* Harold W. Comfort, *pres.;* Stuart Peabody, *ass't vice pres. chg. advg.;* William B. Campbell, *national advg. mgr. rad. & tv;* Robert E. Kahl, *national advg. mgr., mchdse. & rsrch.*

Advertising Agencies:
YOUNG & RUBICAM, SAN FRANCISCO. Winton Smith, *tb.*
CORTEZ F. ENRICO, NY, medical institutional advg. John Johnson, *a.e.*
TOTAL ADVG.: $9,373,987.
NET TV: $4,255,206.
SPOT TV: $2,000,000.

alive today! ... *like 400,000 other Americans cured of cancer who went to their doctors in time*

Let's give our doctors a chance. Thousands of Americans are being cured of cancer every year. But too many are losing their lives needlessly because they failed to consult their doctors when the disease was in its early . . . and therefore more curable . . . stage.

Form the life-saving habit of a head-to-toe physical checkup once a year. For men, this should include a chest x-ray; for women, a pelvic examination. Make it a habit . . . for *life*.

American Cancer Society

ADVERTISERS

Brewing Corp. of America
(Carlings Brewing Co., Inc.)
9400 Quincy Ave., Cleveland 6, Ohio.

Executives: Edward P. Taylor, *chairman bd.;* G. M. Black Jr., *vice chairman bd.;* I. R. Dowie, *pres.;* R. C. Garretson, *gen. advg. mgr.*

Advertising Agencies:

BENTON & BOWLES, NY. Dave Lambert *tb.*

LANG, FISHER & STASHOWER, CLEVELAND. Garry C. McKelvey, *hd. tb.*

SPOT TV: $300,000.

Bristol-Myers Co.
630 Fifth Ave., New York 20.

Executives: Henry Platt Bristol, *pres.;* William M. Bristol Jr., *exec. vice pres.;* Phillip C. Sayres, *exec. vice pres.*

Products Division—Robert B. Brown, *pres.;* E. L. Bernegger, *exec. vice pres. chg. sales;* Donald S. Frost, *vice pres. chg. advg.;* Walter P. Lantz, *vice pres. chg. market rsrch.;* J. J. Clarey Jr., *vice pres. chg. product plng.;* George S. McMillan, *vice pres.;* Orlin E. Johnson, *vice pres. chg. products div.;* Vrooman H. Freer, *ass't vice pres. & ass't sales mgr.;* Gene D. Wilken, *dir. sales;* Roger C. Whitman, *advg. mgr.;* Lee H. Bristol Jr., *adv. mgr.,* Trushay lotion & Trushay hand cream & Mum deodorant; Ned Morris, *advg. mgr.,* Sal Hepatica, Mum Mist; Richard K. Van Nostrand, *ass't advg. dir.,* Ipana tooth paste; Michael K. Doherty, *advg. mgr.,* Ban deodorant, Vitalis hair cream; John R. Cookson, *advg. mgr.,* Minit Rub, Mum Mist, Ammens Powder.

Rubberset Co.—Elwood M. Jones, *pres.*

Bristol Laboratories, Inc.—Frederic N. Schwartz, *pres.;* Richard A. Anderson, *vice pres. chg. sales;* John J. Mulcahey, *dir. advg. & sales promotion.*

Advertising Agencies:

DOHERTY, CLIFFORD, STEERS, & SHENFIELD, NY. Joel Jacobs, *a. e.;* Harry M. Ireland, *a. e.;* Ammens antiseptic powder, Ipana, Ipana A/C, Minit-Rub, Mum, Rubberset Brush, Vitalis, Mum Mist. Lee Gaynor, *tb.*

YOUNG & RUBICAM, NY. Brooks Emory, *a. supervisor;* R. B. Osburn, J. C. Benham, *a. e.'s,* Sal Hepatica, Bufferin, Vitalis hair cream; Seymour Drantch, *tb.*

HALSTED & VAN VECHTEN, RED BANK, N. J., Sun Tube division.

BBDO, NY, Trushay lotion, Ban deodorant. Elenore Scanlan, *tb.*

RONALDS ADVERTISING AGENCY, MONTREAL, Canadian advg.

TOTAL ADVG.: $15,000,000.

NET TV: $6,000,000.

SPOT TV: $1,000,000.

Brown & Williamson Tobacco Corp.
1600 W. Hill St., Louisville 1, Ky.

Executives: Emery M. Lewis, *pres.;* W. S. Cutchins, J. C. Goodson & T. M. Wade Jr., *vice pres.'s;* A. Leverette Mathews, A. R. Pavek, E. H. Kahn, J. H. Falvey, F. A. Gardner, *sales promotion mgrs.*

Advertising Agencies:

RUSSEL M. SEEDS, INC., CHICAGO. James Witherall, *a. e.;* Raleigh cigarets & smoking tobacco. Merle Myers, *tb.*

TED BATES & CO., NY, Kool cigarets, Tube Rose snuff, Viceroy cigarets. William Kennedy, *tb.*

RUTHRAUFF & RYAN, NY. Arch Foster, *a. e.;* du Maurier cigarets.

TOTAL ADVG.: $15,000,000.

NET TV: $2,171,911.

SPOT TV: $10,000,000.

Brown Shoe Co.
8300 Maryland Ave., St. Louis 24, Mo.

Executives: John A. Bush, *chairman bd.;* Clark R. Gamble, *pres.;* E. R. McCarthy, *vice chairman bd.;* A. C. Fleener, *vice pres. chg. sales.*

Divisional advg. mgrs.—Muriel Braeutigam, *supervisor,* all women's divisions; Air Step, Risque, & Westport divisions; Justin Damen, *supervisor,* children's, men's & Brown divisions; Ed Mannion, Roblee & Brown Franchise divisions; June Nesslen, Life Stride & Naturalizer divisions; Frank Yerkes, Robin Hood & United Men's divisions.
Robert G. Stolz, *advg. & promotion mgr.* (at 1600 Washington Ave., St. Louis 8, Mo.).

Advertising Agency:

LEO BURNETT CO., CHICAGO. Helen Stanley, *tb.*

TOTAL ADVG.: $1,700,000.

NET TV: $201,203.

SPOT TV: $739,000.

Bulova Watch Co.
Bulova Park, Flushing 70, N. Y.

Executives: Arde Bulova, *chairman;* John H. Ballard, *pres.;* Samuel P. Epstein, *exec. vice pres.;* Emanuel Hochman, *vice pres. chg. sales;* Stanley Simon, Emil E. Fachon, Joseph Kane, David C. Stambaugh, Simon C. Gershey, *vice pres.'s.*

Advertising Agency:

McCANN-ERICKSON, NY. Mildred Fulton, *tb.*

SPOT TV: $4,200,000.

Campbell Soup Co.
100 Market St., Camden, N. J.

Executives: Oliver G. Willits, *chairman bd.;* William B. Murphy, *pres.;* Clarence E. Eldridge, *exec. vice pres., sales, advg. market rsrch., promotion;* John A. McGlinn Jr., *vice pres., mktg.;* William B. Nixon, *vice pres. chg. sales;* J. Paul Sticht, Gilbert C. Swanson, *vice pres.'s,* Swanson operations; W. Clarke Swanson, *vice pres., frozen-food mktg.;* H. G. Slowcroft, *gen. product mktg. mgr.;* R. M. Budd, *dir. advg.;* H. M. Stevens, *product mktg. mgr., heat-processed soups;* W. P. MacFarland, *product advg. mgr., heat-processed soups;* R. L. Baird, *product advg. mgr.,* Swanson-processed products, Campbell's pork & beans & tomato juice, V-8 vegetable juices; K. L. Horstmyer, *product mktg. mgr.,* Franco-American products; M. Crawford Pollock, *product marketing mgr.;* R. D. Cords, *product advg. mgr.,* Swanson frozen products, Campbell's frozen soups, FR-8; Harry S. Sanner, *sales mgr., frozen foods;* J. P. Shenfield, *ass't gen. sales mgr.;* J. F. Merriman, *mgr., mkt. rsrch.;* W. B. Hasckenberg, *gen. promotion mgr.;* H. Mount, *dir. mktg.*

Advertising Agencies:

BBDO, NY, heat-processed soups.

LEO BURNETT CO., CHICAGO, tomato juice, frozen soups, Franco-American products. Carl Gylfe, *tb.*

NEEDHAM, LOUIS & BRORBY, CHICAGO, pork & beans, V-8, FR-8.

TATHAM-LAIRD, CHICAGO, Swanson's heat-processed products & frozen foods. Harold Bennett, *tb.*

GREY ADVERTISING, NY, Campbell Kids.

ROBERT OTTO & CO., NY. R. H. Otto, *a.e., export advg.*

TOTAL ADVG.: $14,672,824.

NET TV: $3,855,385.

SPOT TV: $2,000,000.

Cantrell & Cochrane (C & C Super Corp.)
270 Park Ave., New York 17.

Executives: Walter S. Mack, *pres.;* I. R. Rill, *vice pres. chg. national sales & adv.* (Cantrell & Cochrane Corp.); William F. Vinicombe, *advg. mgr.* (Cantrell & Cochrane Corp.); Harold Chartow, *sales mgr., C & C Super-Foods division.*

Advertising Agency:

HILTON & RIGGIO, NY. Marie Carayas, *tb.*

SPOT TV: $500,000.

Carling Brewing Co.
9400 Quincy Ave., Cleveland 6, Ohio.

Executives: Edward P. Taylor, *chairman;* Ian R. Dowie, *pres.;* R. C. Garretson, *gen. advg. mgr.;* H. J. Saemann, *sales mgr.,* Stag; D. J. Dittmann, *sales promotion mgr.*

Advertising Agencies:

BENTON & BOWLES, NY, Red Cap Ale. David Lambert, *tb.*

LANG, FISHER & STASHOWER, CLEVELAND, Black Label beer. G. C. McKelvey, *tb.*

ERWIN, WASEY & CO., LTD., CHICAGO, Stag beer.

WINIUS-BRANDON CO., ST. LOUIS, Black Label beer in St. Louis area.

LILLER, NEAL & BATTLE, ATLANTA, Black Label beer in southeast.

HAROLD CABOT & CO., BOSTON, Black Label beer in New England.

TOTAL ADVG.: $3,500,000.

SPOT TV: $1,225,000.

Carnation Co.
5045 Wilshire Blvd., Los Angeles 36, Calif.

Executives: Elbridge H. Stuart, *pres.;* Ralph R. Brubaker, *vice pres. chg. sales;* Paul H. Willis, *vice pres. chg. advg.;* Henry C. Arnest, *gen. sales mgr.;* Mark A. Matthews, *gen. sales mgr., fresh milk & ice cream;* Ralph F. Murphy, *national sales mgr., frozen-foods division;* Don Arvold, *gen. advg. mgr., cereals, dog food & feed;* Robert J. Davis Jr., *advg. supervisor, frozen-foods division;* D. K. McCourt, *advg. mgr., fresh milk & ice cream;* E. A. Gumpert, *gen. advg. mgr., dairy products;* Cory D. Clark Jr., *advg. mgr., cereals;* G. Albert Holold, *advg. mgr.,* Friskies dog food; H. M. Shackelford, *assoc. advg. mgr., feeds;* G. S. Thompson, *ass't advg. mgr.*

Advertising Agency:

ERWIN WASEY & CO., LOS ANGELES. Norman Best, *a. e.;* Melvin Smith, *a. supervisor;* June Kirkpatrick & Robert Clarck, *tbs.*

TOTAL ADVG.: $7,800,975.

NET TV: $1,749,928.

SPOT TV: $1,092,135.

Carter Products Inc.

2 Park Ave., New York 16.

Executives: H. H. Hoyt, *pres.;* Philip Richardson, *vice pres. chg. sales & advg.;* C. W. Davies, *gen. sales mgr.;* John B. Erickson, *product mgr., Arrid cream deodorant, Carters Little liver pills;* J. M. Shivas, *product mgr.,* Arrid spray deodorant, Crew hair tonic & Effisan; Arthur E. Hemstead, *product mgr.,* Rise shave cream; John L. Sullivan, *dir. m.;* H. H. Hoyt Jr., *ass't advg., New York.*

Advertising Agencies:

TED BATES & CO., NY. W. O. Gross, *a. e.,* Effisan, Miltown tranquilizer, Arrid spray deodorant. Alan Sloan, *tb.*

SULLIVAN, STAUFFER, COLWELL & BAYLES, NY. Barrett Welch, *a. e.;* Arrid cream deodorant, Crew hair tonic, Rise shave cream. Steve Suren, *tb.*

KASTOR, FARRELL, CHESLEY & CLIFFORD, NY, Colonaids laxative.

J. WALTER THOMPSON, NY, export advg.

DANCER-FITZGERALD-SAMPLE, NY, Arrid lotion. George Walker, *tb.*

TOTAL ADVG.: $4,828,865.

NET TV: $1,263,677.

SPOT TV: $3,000,000.

Chesebrough-Ponds, Inc.

17 State St., New York 4.

Executives: Arthur B. Richardson, *chairman;* Jerome A. Straka, *pres.;* Basil L. Emery, *vice pres. & ass't to pres.;* E. Lane, *vice pres. chg. sales;* Albert B. Richardson, *vice pres. chg. advg.;* Frank Orr, *gen. sales mgr.;* E. F. Weigand, *mdsg. dir.;* Eugene J. Reilly, *advg. mgr.,* Vaseline products; William M. Cook Jr., *advg. mgr., export division.*

Advertising Agencies:

McCANN-ERICKSON, NY, Vaseline brand products. J. P. Schaffer, *a. e.;* William Willard, *tb.*

J. WALTER THOMPSON, NY, Pond's products. J. Roscoe, *a. e.;* Peg McAulay, *tb.*

NOYES & SPROUL, NY, ethical advg.

COCKFIELD, BROWN & CO., LTD., MONTREAL, Canadian advg.

TOTAL ADVG.: $5,000,000.

NET TV: $1,186,365.

SPOT TV: $1,606,900.

Chrysler Corp.

341 Massachusetts Ave., Detroit 31, Mich.

Executives: L. L. Colbert, *pres.;* Robert W. Conder, *vice pres., industrial relations;* James Cope, *vice pres., pub. rels.;* C. L. Jackson, *vice pres., sales;* Nicholas Kelley, *vice pres.;* John P. Mansfield, *vice pres., pres.,* Plymouth division; W. C. Newberg, *vice pres., pres.* Dodge division; E. C. Quinn, *vice pres., pres.,* Chrysler division; L. E. Woolson, *vice pres., pres.,* DeSoto division. **Special Products**—Jack Sweedyk, *advg. mgr.,* Mopar motor parts division; Richard E. Forbes, *advg. & sales promotion, central sales staff;* Ivy Lee & T. J. Ross, *pub. rels. counsels.*

Advertising Agencies:

BBDO, NY, DETROIT, DeSoto division.

GRANT ADVERTISING, DETROIT, Dodge passenger car division.

McCANN-ERICKSON, DETROIT, Chrysler division & institutional.

ROSS ROY, INC., DETROIT, Dodge truck & parts divisions.

N. W. AYER & SON, PHILADELPHIA, Plymouth, Mopar motor parts divisions.

ZIMMER, KELLER & CALVERT, DETROIT, Marine & industrial engine division.

TOTAL ADVG.: $56,000,000.

NET TV: $17,272,769.

SPOT TV: $1,900,000.

Jim Clinton Clothing Stores

Los Angeles.

Heavy regional spot user with budget concentrated in Los Angeles, Bakersfield & Fresno.

Coca-Cola Co.

P. O. Box 1734, Atlanta 1, Ga.

Executives at New York (515 Madison Ave.): H. B. Nicholson, *chairman;* William E. Robinson, *pres.;* Curtis H. Gager, *vice pres. chg. sales;* Felix W. Coste, *vice pres. chg. mktg.* At Atlanta: E. D. Sledge, *vice pres. & advg. mgr.;* E. J. Forio, *vice pres. chg. pub. rels.;* Harold Sharp, *vice pres. chg. fountain sales;* C. W. Adams, *vice pres., bottle sales dept.*

Advertising Agency:

McCANN-ERICKSON, NY. Warren Stewart, *bdcst. superv.*

TOTAL ADVG.: $14,032,757.

NET TV: $3,012,362.

SPOT TV: $3,200,000.

Colgate-Palmolive Co.

300 Park Ave., New York 22.

Executives: Edward H. Little, *chairman bd. & chief exec.;* William Lee Sims II, *pres.;* Ralph A. Hart, *vice pres., pres., Colgate-Palmolive intnl.;* Stuart Sherman, *dir. advg.;* Irvin W. Hoff, *advg. mgr.;* Samuel L. Frey, *m. dir.;* A. B. Nelson, *ass't m. dir.;* George T. Labodia, *rad. & tv dir.;* K. B. Arrington, R. M. Colgate, C. C. Grinnell, C. W. Stursberg, Thomas S. Carroll, *brand advg. mgrs.;* T. J. Hennon, *ass't brand mgr.;* H. R. Meeker, *advg. prod. mgr.*

Advertising Agencies:

BRYAN HOUSTON, NY, George Finley & Bob Slattery, *a. e.'s;* Ajax cleanser, Veto cream deodorant, Veto spray deodorant; R. J. Keegan, *a. e.,* Cashmere Bouquet cosmetic line & Cashmere Bouquet soap; Bob Slattery, *a. e.,* Colgate shave creams, tooth powders & chlorophyll toothpaste.

TED BATES & CO., NY, D. R. Parman, *a. supervisor,* & A. Hanser, *a. e.* Palmolive soap; R. Montgelas, *a. e.,* Colgate dental cream; C. P. Dixon, *a. e.,* Palmolive shave creams, after-shave lotion, soft shampoo; R. F. Degen, *a. e.,* industrial advg., trade advg. and Octagon soap products. Chris Lynch, *tb.*

LENNEN & NEWELL, NY, Gordon Cates, *a. supervisor,* Stephen M. Kenyon, *a. e.,* Lustre-Creme shampoo, hair dressing, & Lustre-Color; K. White, *a. e.,* Colgate instant barber shave, Ad detergent. Jeanne Jaffe, *tb.*

CUNNINGHAM & WALSH, NY, Jack Strouse, *a. supervisor,* Super Suds, Pruf, Glance shampoo. Charles Helfrich, *tb.*

STREET & FINNEY, NY, W. G. Johnston, *a.e.,* Florient-aerosol air deodorant & Kan Kill insecticides. Helen E. Thomas, *tb.*

CHARLES W. HOYT, NY, E. W. Hoyt, *a. supervisor,* R. H. Dingwall, *a.e.,* Kirkman brands.

CARL S. BROWN CO., NY, Elias B. Baker, *a. e.,* Halo shampoo. Rose-Marie Vitanza, *tb.*

JOHN W. SHAW ADVERTISING, CHICAGO, trade & overseas advg.

TOTAL ADVG.: $41,860,928.

NET ADVG.: $18,690,318.

SPOT TV: $6,153,700.

Columbia Broadcasting System

(See Networks)

TOTAL ADVG.: $3,900,000.

NET TV: $1,718,527.

SPOT TV: $859,000.

Commercial Solvents Corp.

260 Madison Ave., New York 16.

Executives: J. Albert Woods, *pres.;* S. T. Ellis, *exec. vice pres.;* John N. Cronk, *mgr., advg. & pub. rels. dept.;* Lawrence Schaffel, *advg. mgr., animal nutrition dept.;* Richard Glovine, *advg. mgr., industrial & agricultural chemicals;* Ira Campbell, *advg. mgr., automotive specialties.*

Advertising Agency:

FULLER & SMITH & ROSS, NY, auto specialties, industrial chemical, agricultural chemicals, animal nutrition products. B. G. Rasmussen, *tb.*

SPOT TV: $382,000.

Continental Baking Co

630 5th Ave., New York 20.

Executives: R. K. Stritzinger, *chairman;* R. Newton Laughlin, *pres.;* Cedric Seaman, *vice pres., sales;* E. C. Baum, *vice pres., cake sales;* Lee Mack Marshall, *advg. mgr.;* Victor Incorvia, *ass't advg. mgr.*

Advertising Agency:

TED BATES & CO., NY. Bob Graf, George Detelj, *tbs.*

TOTAL ADVG.: $7,000,000.

NET TV: $1,102,047.

SPOT TV: $3,200,000.

Continental Oil Co.

P. O. Box 2197, Houston 1, Tex.

Executives: L. F. McCollum, *pres.;* C. A. Perlitz Jr., *senior vice pres.;* Ira H. Cram, *senior vice pres.;* Harry J. Kennedy, *vice pres., mktg.;* G. M. Sullivan, *gen. mgr., mktg.;* E. A. Williford, *ass't gen. mgr.;* Melvin S. Hattwick, *dir. advg.;* W. A. Morgan, *advg. mgr.;* J. J. Nemeth, *sales promotion mgr.*

Advertising Agency:

BENTON & BOWLES, NY, C. W. Shugert & Milton Kiebler, *a. e.'s.* Frank Lionette, Dick Trea, *tbs.*

TOTAL ADVG.: $3,836,628.22.
SPOT TV: $548,036.82.

Converted Rice, Inc.
P. O. Box 1752, Houston 1, Tex.
Executives: Gordon L. Harwell, *pres.;* R. E. Derby, *first vice pres. & treas.;* Charles E. Darwent, *advg. mgr.*

Advertising Agency:
TED BATES & CO., NY, Uncle Ben's converted rice. Henry Peterson, *tb.*
SPOT TV: $500,000.

Corn Products Refining Co.
17 Battery Place, New York 4.
Executives: Dr. E. W. Reid, *chairman;* William T. Brady, *pres.;* W. H. Gamble, *gen. sales mgr.;* William E. Hecht, *advg. mgr.*

Advertising Agencies:
HOUSE OF J. HAYDEN TWISS, NY, chemicals & pharmaceuticals.
McCANN-ERICKSON, NY, Nu Soft fabric softener. Jay Schoenfeld, *tb.*
ROBERT OTTO & CO., NY, international advg.
TOTAL ADVG.: $6,146,917.
NET TV: $793,977.
SPOT TV: $2,000,000.

Coty, Inc.
423 W. 55th St., New York 19.
Executives: Grover A. Whalen, *chairman bd.;* Philip Cortney, *pres.;* Jean Despres, *exec. vice pres. & sales dir.;* William F. Siegel, *advg. mgr.;* Bertram Reibel, *mdsg. dir.*

Advertising Agency:
FRANKLIN BRUCK ADVG. CORP., NY. Alice Ross, *tb.*
SPOT TV: $1,300,000.

Cream of Wheat Corp.
730 Stinson Blvd., Minneapolis 13, Minn.
Executives: Daniel F. Bull, *pres., gen. mgr. & advg. mgr.;* G. Barnard Clifford, *treas. & gen. sales mgr.*

Advertising Agencies:
BBDO, MINNEAPOLIS, Bobb Chaney, *a. e.*
ROBERT OTTO & CO., NY, export advg.
SPOT TV: $750,300.

CVA Co.
582 Market St., San Francisco 4, Calif.
Executives: Harry G. Serlis, *chairman;* Paul I. Nederman, *pres.;* F. L. Bradway, *advg. mgr.*

Advertising Agencies:
WEINER, OHLEYER, REYNOLDS & BAKER, SAN FRANCISCO, North Baker, *a. e.,* La Boheme, Cresta Blanca & Jo Ann wines.
FOOTE, CONE & BELDING, SAN FRANCISCO, C. Cooney, *a. e.* Helen Stenson, *tb.*
SPOT TV: $800,000.

Drackett Co.
5020 Spring Grove Ave., Cincinnati 32, O.
Executives: Roger Drackett, *pres.;* L. A. Aue, *vice pres., advg.;* D. G. DeVore Jr., *vice pres., sales.*

Advertising Agencies:
YOUNG & RUBICAM, NY, Kent Dennan, *a. e.,* Drano & Windex. Bill Dollard, *tb.*
RALPH H. JONES CO., CINCINNATI, S. C. Kendrick & Paul D. Myers, *a. e.'s,* Dazy & Twinkle.
YOUNG & RUBICAM, LTD., TORONTO, George Berthon, *a. e.,* Canadian advg.
SPOT TV: $500,000.

Drewrys, Ltd., U. S. A., Inc.
1408 Elwood Ave., South Bend 24, Ind.
Executives: Carlton S. Smith, *chairman;* Rudy A. Moritz, *pres.;* Richard Schoenenberger, *dir. sales;* Robert O'Brien, *sales mgr.;* Leslie D. Fairbairn, *advg. mgr.*

Advertising Agency:
MacFARLAND, AVEYARD, CHICAGO. Beverly Hicks, *tb.*
TOTAL ADVG.: $1,730,756.
SPOT TV: $438,569.

Duffy-Mott, Inc.
370 Lexington Ave., New York 17.
Executives: H. E. Meinhold, *pres.;* P. McGirr, *vice pres. sales & advg. mgr.*

Advertising Agency:
YOUNG & RUBICAM, NY. Russel Young, *tb.*
SPOT TV: $600,000.

Duncan Coffee Co.
1200 Carr St., Houston 1, Tex.
Executives: H. M. Duncan, *pres.;* C. W. Duncan, *vice pres.;* L. J. Bland, *sec., treas. & dir. sales;* Ben Howard, *tea sales mgr.*

Advertising Agency:
TRACY-LOCKE CO., DALLAS, Clay W. Stephenson, *a. e.*
SPOT TV: $600,000.

Dr. Pepper Co.
5523 E. Mockingbird Lane, Dallas 2, Tex.
Executives: J. B. O'Hara, *chairman;* L. M. Green, *pres.;* Wesby R. Parker, *exec. vice pres.;* W. W. Clements, *vice pres. & gen. sales mgr.;* Robert L. Stone, *ass't sales mgr.;* Leonard Andrews, *dir. advg.;* John C. Simmons, *national advg. mgr.;* Hal Abernathy, *sales promotion mgr.;* Harry E. Ellis, *dir., pub. rels.*

Advertising Agency:
GRANT ADVERTISING, CHICAGO. Fred Norman, *tb.*
TOTAL ADVG.: $1,183,000.
SPOT TV: $425,000.

E. I. Du Pont de Nemours & Co.
Wilmington 98, Del.
Executives: Walter S. Carpenter Jr., *chairman;* Crawford H. Greenwalt, *pres.;* Wallace E. Gordon, *dir. advg.;* R. A. Applegate, *ass't dir. advg.*
Division advg. mgrs.: J. J. Landy, *electrochemicals dept.;* Peter Ham (*mgr.*), *Grasselli chemicals dept.;* R. F. Lynch, E. J. O'Brien, D. C. McSorley, *organic chemicals dept.;* Max Rosedale, *polychemicals dept., plastics products,* 350 5th Ave., New York 1; S. L. Johnston, *finishes division;* J. J. Landy, *pigments dept.;* J. S. Taylor & J. S. Houser, *film dept.;* J. E. Sly, *products dept.;* F. R. Price, *fabrics division;* E. F. Altmaier, *textile fibers dept.;* J. K. Goundie & W. W. Easton, *polychemicals dept.;* E. L. Thayer, *explosives dept.*

Advertising Agency:
BBDO, NY, New Car Wax, paints, Zerone, Zerex. Ted Wallower, Trow Elliman, *tbs.*
TOTAL ADVG.: $9,292,721.
NET TV: $650,000.
SPOT TV: $600,000.

Duquesne Brewing Co.
S. 22nd & Mary Sts., Pittsburgh 3, Pa.
Executives: L. F. Koenig, *chairman;* John A. Friday Jr., *pres.;* J. A. Bishop, *gen. sales mgr.;* V. I. Maitland, *dir. advg. & pub. rels.* (2 Gateway Center, Pittsburgh 22, Pa.).

Advertising Agency:
VIC MAITLAND & ASSOC., PITTSBURGH, V. I. Maitland, *a. e.*
SPOT TV: $500,000.

Emerson Drug Co.
(a division of Warner-Lambert)
Bromo-Seltzer Tower Bldg., Baltimore 1, Md.
Executives: F. Jackson Andrews, *chairman;* Francis H. McAdoo Jr., *pres.;* Hugh E. Kent, *vice pres., sales;* Kirk L. Billings, *vice pres., advg.;* David L. Hackett, *ass't to vice pres., advg.*

Advertising Agency:
LENNEN & NEWELL, NY. Richard Eyman, *tb.*
SPOT TV: $500,000.

Esso Standard Oil Co.
15 W. 51st St., New York 19.
Executives: Stanley C. Hope, *dir. & pres.;* William Naden, E. H. Collins, R. H. Scholl, *dirs. & vice pres.'s;* H. J. Voorhies, *vice pres.;* B. F. Meglaughlin, *pub. rels. mgr.;* Robert M. Gray, *advg. mgr.;* Vernon G. Carrier, *ass't advg. mgr.;* T. W. Wilson, *mgr., sales promotion division.*

Advertising Agencies:
McCANN-ERICKSON, NY, newspaper, magazine, poster advg.
MARSCHALK & PRATT (division of McCann-Erickson), NY, rad. & tv advg., H. C. Marschalk, *a. e.* Marianne Lixie, *tb.*
SPOT TV: $2,000,000.

Falstaff Brewing Corp.
3617 Olive St., St. Louis 8, Mo.
Executives: Alvin Griesedieck, *chairman bd.;* Joseph Griesedieck, *pres.;* Harvey Befa, *exec. vice pres. & gen. mgr.;* Karl K. Vollmer, *vice pres. & dir. mktg.;* Alvin Griesedieck Jr., *advg. dir.;* R. Bruce Wightman, *gen. sales mgr.*

Advertising Agency:
DANCER-FITZGERALD-SAMPLE, NY, S. J. Hamilton, *a. supervisor.* Frank Howlett, *tb.*
TOTAL ADVG.: $3,894,448.
NET TV: $665,922.
SPOT TV: $1,300,000.

5-Day Laboratories
(division of Assoc. Products)
6400 Broadway, West New York, N. J.

Executives: Morris L. Levinson, *pres.;* Fred Buwen, *vice pres. & sec.;* Bernard Gould, *vice pres.;* Matthew Baranowski, *treas.*

Advertising Agency:

GREY ADVERTISING, NY, Herbert Strauss, *a. e.,* 5-Day deodorant pads and stick deodorant. Joan Stark, *tb.*

SPOT TV: $380,000.

Florida Citrus Commission
Lakeland, Fla.

Executives: Robert C. Wooten, *chairman;* Robert C. Evans, *gen. mgr.*

Advertising Committee: Thomas B. Swann, *chairman,* Key Scales Jr., Marvin H. Walker, C. V. Griffin, Herschell Sorrells, J. R. Graves, Frank D. Arn (*mdsg. dir.*), Paul S. Patterson (*advg. dir.*), Ralph Henry, John E. O'Rielly, James T. Hopkins.

Advertising Agencies:

BENTON & BOWLES, NY, Atherton W. Hobler, *a. dir.;* Harry E. Warren, *vice pres.,* Lakeland office; Russell O'Brien, *vice pres. & a. supervisor,* processed fruits; Robert L. Nicholas, *a. e.,* fresh fruits. Frank Carvell, *tb.*

NOYES & SPROUL, NY, Dorothy Noyes, *a. e.,* ethical advg.

TOTAL ADVG.: $3,000,000.

SPOT TV: $1,520,600.

J. A. Folger & Co.
101 Howard St., San Francisco 5, Calif.

Executives: J. A. Folger, *pres.;* Peter Folger, *exec. vice pres.;* J. L. Moore, *vice pres., sales;* Robert F. Sowell, *advg. mgr.*

Advertising Agency:

BROOKE, SMITH, FRENCH & DORRANCE, SAN FRANCISCO, Folger's instant coffee.

J. A. Folger & Co.
330 W. 8th St., Kansas City 6, Mo.

Executives: R. E. Atha, *pres.;* J. S. Atha, *vice pres. & advg. dir.;* Linton Bagley, *ass't sec. & advg. mgr.*

Advertising Agency:

CUNNINGHAM & WALSH, NY. Manuel Klein, *tb.*

SPOT TV: $1,673,500.
(Expenditures are totals for both Folger Co.'s)

Ford Motor Co.
TOTAL ADVG.: $3,000,000.
3000 Schaefer Road, Dearborn, Mich.

Executives: Henry Ford II, *pres.;* Ernest R. Breech, *chairman bd.;* C. F. Moore Jr., *vice pres., pub. rels.;* Walker A. Williams, *vice pres., sales & advg.;* J. C. Doyle, *sales & advg. mgr.;* Edward E. Rothman, *dir., product advg. & sales promotion office;* Ben R. Donaldson, *dir., institutional advg.;* Earl Newsom & Co., *pub. rels. counsel* (597 Madison Ave., New York).

Ford Division: R. S. McNamara, *vice pres. & gen. mgr.;* L. W. Smead, *gen. sales mgr.;* F. J. McGinnis, *ass't gen. sales mgr.—advg., sales promotion & training;* G. E. Eldridge, *advg. mgr.*

Lincoln Division: Ben D. Mills, *vice pres., gen. mgr.;* Joseph J. Seregny, *advg. mgr.*

Mercury Division: F. C. Reith, *vice pres. & gen. mgr.;* J. E. Bayne, *gen. sales mgr.;* T. Jack Henry, *ass't gen. sales mgr. chg. advg. sales promotion & training;* R. J. Fisher, *advg. mgr.*

Continental Division: William C. Ford, *vice pres. & gen. mgr.;* Allan F. Wilson, *advg. & promotion mgr.*

Ford Tractor & Implement Division: Irving A. Duffy, *vice pres. & gen. mgr.;* O. L. Wigton, *gen. sales mgr.;* J. F. Pedder, *ass't gen. sales mgr., advg. & sales promotion training;* Edgar H. Woods, *gen. sales mgr.;* Fred Thompson, *mgr., pub. rels. dept.*

Special Products Division: F. E. Krafve, *gen. mgr.;* Robert F. G. Copeland, *ass't gen. sales mgr. chg. advg. & sales promotion;* Douglas T. McClure, *sales mgr.;* Eldon E. Fox, *advg. mgr. & sales promotion mgr.*

Advertising Agencies:

J. WALTER THOMPSON, DETROIT, Ford cars & trucks, John McQuigg, *a. e.,* cars; George P. Richardson, *a.e.,* trucks. Dorothy Thornton, *tb.*

KENYON & ECKHARDT, DETROIT, J. M. Woodman & David Gillespie, *a. e.'s,* Mercury division. Lou Kennedy, *tb.*

YOUNG & RUBICAM, NY, Aldus P. Butler, *a. supervisor,* A. Kroll, *a. e.,* Lincoln & Continental divisions. Bob Kowalski (Lincoln), Ed Byrne (Continental), *tbs.*

MELDRUM & FEWSMITH, BIRMINGHAM, MICH., W. H. Stone, *a. e.,* Ford Tractor division.

FOOTE, CONE & BELDING, NY, special products division & new Ford car (Edsel).

TOTAL ADVG.: $54,000,000.

NET TV: $8,648,000.

SPOT TV: $4,250,000.

Frito Co.
2600 Cedar Springs, Dallas 4, Tex.

Executives: C. E. Doolin, *pres. & gen. mgr.;* John D. Williamson, *exec. vice pres.;* John R. McCarty, *vice pres., sales, advg. & pub. rels.;* Harry M. Tunstall, *gen. sales mgr.*

Advertising Agencies:

TRACY-LOCKE CO., DALLAS, Newsome Gay, *a. e.* Lawrence E. DuPont, *tb.*

RUTHRAUFF & RYAN, LOS ANGELES, James McTighe, *a. e.,* western advg. Holly Shively, *tb.*

TOTAL ADVG.: $477,695.

SPOT TV: $251,521.

G. H. P. Cigar Co.
647 5th Ave., New York 22.

Executives: Sol Bornstein, *pres.;* John J. Houlihan, *sec. & treas.*

Advertising Agency:

NORMAN, CRAIG & KUMMEL, NY. Jeanne Sullivan, *tb.*

TOTAL ADVG.: $1,030,000.

SPOT TV: $400,000.

E. & J. Gallo Winery
Modesto, Calif.

Executives: Ernest Gallo, *pres.;* Julio Gallo, *vice pres.;* Jon Shastid, *vice pres. & treas.;* Charles Crawford, *gen. mgr.;* A. P. Fenderson, *gen. sales mgr.*

Advertising Agency:

DOYLE DANE BERNBACH, NY, Charles Rollins, *a. e.;* Ted Factor, *a. e.,* California. Jan Gilbert, *tb.*

SPOT TV: $1,000,000.

General Baking Co.
420 Lexington Ave., New York 17.

Executives: George L. Morrison, *pres.;* T. S. Olsen, *exec. vice pres.;* Joseph A. Adamsen, J. Frank Weir, F. W. Paynter, *vice pres.'s;* R. M. Harris, *mdsg. mgr.;* A. Waldron Stone, *advg. dir.*

Advertising Agencies:

BBDO, NY, Philadelphia, Baltimore, Washington, Norfolk & Richmond territories. Fred Stoutland, *tb.*

HENDERSON ADVERTISING, GREENVILLE, S. C., Spartanburg operation advg.

TOTAL ADVG.: $1,000,000.

General Cigar Co.
119 W. 40th St., New York 18.

Executives: Julius Strauss, *pres.;* Philip L. Bondy, *vice pres., sales & advg.;* W. L. Rubin, *advg. mgr.*

Advertising Agency:

YOUNG & RUBICAM, NY, White Owls, Robert Burns, Robert Burns Cigarillos, William Penn, Van Dyck. Alexander Kroll & B. Pagenstecher, *a. e.'s.* George Hoffman, *tb.*

SPOT TV: $450,000.

General Electric Co.
Schenectady, N. Y.

Executives: Ralph J. Cordiner, *pres.;* J. S. Smith, *mgr., gen. pub. rels.;* James R. Burnside, *mgr., power generation advg.;* John E. Duncan, *mgr., programs advg.;* John J. Flanagan, *mgr., industry advg.;* Cecil T. Walker, *mgr., power distribution advg.*

Marketing Service Division (coordinating advertising & sales promotion for whole company).
570 Lexington Ave., New York.

Executives: K. L. Walters, *consultant, media planning;* Charles J. Coward, *consultant, advg. & sales promotion.*

Public Relations Services Division.
570 Lexington Ave., New York.

Executives: J. Stanford Smith, *mgr., gen. pub. rels. services.*

Advertising Agencies:

BBDO, NY, GE, Schenectady. Ted Wallower, Al Copeland, *tbs.*

YOUNG & RUBICAM, NY, appliance and tv receivers & GE Supply Co. Tom Lynch, *tb.*

MAXON, INC., NY, appliances. E. Wilhelm, *dir., rad. & tv.*

General Foods Corp.
250 North St., White Plains, N. Y.

Executives: C. G. Mortimer, *pres.;* G. Hampton, *exec. vice pres.;* G. O. Bailey, *vice pres., operations;* R. H. Bennett, *vice pres.,* Jell-O division; G. D. Bryson, *vice pres.,* international optns.; H. M. Cleaves, *vice pres. & gen. mgr.* Baker-Gaines division; C. W. Cook, *vice pres. & gen. mgr.,* Maxwell House division; Harlan Logan, *vice pres. personnel administration, pub. rels. & chg. of organization planning;* Ray M. Schultz, *vice pres. optn. & deputy to exec. vice pres.;* J. P. Delafield, *dir. customer & industry rels.;* W. R. Flournoy, *gen. mgr.,* electric-cooker division; H. N. Frank, *dir., new products;* D. Ingalls, *gen. mgr.,* Bireley's division; R. Kramer, *gen. mgr.,* institu-

tional products division; W. Parlin Lillard, *vice pres. & gen. mgr.*, Perkins Products Co.; W. C. Marks, *vice pres., corporate services;* L. A. Miller, *pres. & gen. mgr.*, GF Ltd., Toronto; W. R. Parker, *vice pres. & gen. mgr.*, Post Cereals division & Carton & Container division.

Advertising & Consumer Relations Dept.: C. A. Wiggins, *special ass't vice pres., policy & special projects;* J. E. Brady, *dir. advg. services;* E. A. Dunham, *dir., consumer services & product pub.;* C. F. Hathaway, *dir. mktg. planning;* G. S. Brady, *mgr. mktg. research dept.;* W. P. Casey, *tv & rad. coordination.*

Advertising Agencies:

YOUNG & RUBICAM, NY, Baker's premium shred coconut; Baker's southern-style coconut; Birdseye products; Bireley's products (Hollywood office); Calumet baking powder; Certo; D-Zerta; 40 Fathom Fish Co.; Instant Sanka; Jack & Jill cat food; Jell-O pie fillings; Jell-O puddings; Kernel fresh nuts; La France; Log Cabin syrup; Maple-Del syrup mix; Minute potatoes, rice & tapioca; Postum & Instant Postum; Sanka; Satima; Sure-Jell; Swans Down cake mixes; Swans Down flours; Walter Baker cocoa & chocolate products; Wigwam syrup. Bill Dollard, Lorraine Ruggiero, Warren Bahr, *tbs.*

FOOTE, CONE & BELDING, NY, Kool-Aid (Chicago office); Kool Shake; Good Seasons dry salad-dressing mix.

BENTON & BOWLES, NY, Bliss coffee; Gaines Krunchon & meal; Grape-Nuts & Grape-Nuts flakes; Gaines canned dog food; Instant Maxwell House coffee; Post's 40-percent bran & other Post products; Raisin Bran; Treat Pack; Yuban Coffee. Roger Clapp, Grace Porterfield, Rod Turner, William Murphy, Ed Semel, Paul Reardon, *tbs.*

JOSEPH JACOBS, INC., NY, Jewish market advg.

TOTAL ADVG.: $47,030,311.

NET TV: $13,839,211.

SPOT TV: $9,186,000.

General Mills, Inc.

400 Second Ave., Minneapolis 1, Minn.

Executives: Harry A. Bullis, *chairman;* Charles H. Bell, *pres.;* Walter R. Barry, *vice pres.*, administration grocery products and institutional products division; E. O. Boyer, *vice pres., San Francisco;* B. M. Hagan, *vice pres., gen. mgr.*, special commodities division; G. S. Kennedy, *vice-pres., administration flour & feed;* A. Z. Kouri, *vice pres., gen. mgr.*, grocery products division; J. S. Fish, *dir. advg.;* C. W. Plattes, *mgr., creative services for advg.;* Nate L. Crabtree, *dir. pub. rels.;* C. S. Samuelson, *advg. mgr., grocery products;* W. B. Cash, *advg. mgr., mixes;* L. H. Crites, *advg. mgr., cereals;* K. E. Steele, *advg. mgr., Family Flour, Surechamp, & Softasilk;* D. W. Lattereli, *advg. copy mgr., grocery products;* G. D. Morrison, *m. mgr., grocery products;* Henry Cox, *mgr., rad. & tv pgmg.;* G. S. Barnes, *advg. mgr.*, feed division.

Advertising Agencies:

DANCER-FITZGERALD-SAMPLE, NY, Cheerios; Gold Medal flour; Betty Crocker pancake & waffle mix; Betty Crocker Wheat Hearts; H. M. Dancer & G. H. Johnson, *a. e.'s.* Lee Gaynor, *tb.*

WILLIAM ESTY CO., NY, Sugar Jets; Softasilk cake flour; O-Cel-O sponges; J. J. Houlahan, *a. e.*

KNOX REEVES ADVERTISING, MINNEAPOLIS, Bisquick; Purasnow flour; Wheaties; bakers flour; chemical products; special commodities; institutional products; Betty Crocker Pack-a-Pack cereal tray; Betty Crocker pie crust mix; mechanical division. E. E. Sylvestre & John Sarlas, *a. e.'s.*

TATHAM-LAIRD, CHICAGO, Kix, Trix & Betty Crocker Answer cake mix. A. E. Tatham, *a. e.*

KLAU-VAN PIETERSOM-DUNLAP MILWAUKEE, formula feed division. D. D. Dilworth & E. E. Cooper, *a. e.'s.*

TOTAL ADVG.: $20,000,000.

NET TV: $9,456,259.

SPOT TV: $800,000.

General Motors Corp.

General Motors Bldg., Detroit 2, Mich.

Executives: Alfred P. Sloan Jr., *honorary chairman;* Albert Bradley, *chairman;* Harlow F. Curtice, *pres.;* Louis C. Goad, *exec. vice pres.;* L. R. Hafstead, *vice pres., research;* S. D. Hopkins, *dir., sales & advg.;* Paul Garrett, *vice pres., pub. rels.*

Advertising Agencies:

CAMPBELL-EWALD, DETROIT, Chevrolet, Delco, Delco-Remy, Packard Electric, United Motors, Central Foundry, Delco Radio, Moraine Products, GM Acceptance Corp., Aeroproducts Optns.

KUDNER AGENCY, NY, Allison Division, Cleveland Diesel Engine Division, Detroit Diesel Engine Division, Electro-Motive Division, Fisher Body, Frigidaire, GMC Trucks, GM institutional. John Marsich, Ann Gardner, *tbs.*

MacMANNUS, JOHN & ADAMS, BLOOMFIELD HILLS, MICH., Pontiac & Cadillac.

D. P. BROTHER, INC., DETROIT, Oldsmobile, AC Spark Plug, Guide Lamp, Harrison Radiator, Hyatt Bearings, New Departure, Rochester Products, Saginaw Steering Gear.

GEYER ADVERTISING, DAYTON, Inland.

ED WOLFF & ASSOC., ROCHESTER, Delco Appliances.

RICHARD T. BRANDT, INC., CLEVELAND, Euclid Division.

KIRCHER, HELTON & COLLETT, DAYTON, Frigidaire air conditioning & commercial equipment advg.

TOTAL ADVG.: $126,000,000.

NET TV: $14,077,573.

SPOT TV: $4,800,000.

Gold Seal Co.

Bismarck, N. D.

Executives: Harold Schafer, *pres.;* T. S. Kleppe, *vice pres. & treas.;* Leo G. Dinesen, *national sales mgr.*

Advertising Agency:

CAMPBELL-MITHUN, MINNEAPOLIS. Evon Prose, *tb.*

TOTAL ADVG.: $1,717,915.38.

NET TV: $1,288,528.98.

SPOT TV: $429,386.40.

B. F. Goodrich Co.

500 S. Main St., Akron 18, O.

Executives: John L. Collyer, *chairman;* William S. Richardson, *pres.;* Arthur Kelly, *vice pres.;* Ward Keener, *vice pres.;* H. W. Maxson, *dir. pub. rels.;* F. T. Tucker, *ass't to pres.;* Glenn E. Martin, *advg. mgr.*, tire & equipment division; R. P. Yohe, *vice pres., sales,* & H. E. VanPetten, *advg. mgr., industrial products;* J. C. Richards, *vice pres., sales* & George B. Koch, *advg. mgr.*, B. F. Goodrich Chemical Co.; John J. Corrigan, *advg. mgr.*, sponge products division.

Advertising Agencies:

BBDO, NY, tires & aeronautical products. Ted Wallower, *tb.*

GRISWOLD-ESHLEMAN, CLEVELAND, truck tires, industrial products, surgical & drug products, Koroseal products, associated tires & accessories, B. F. Goodrich Chemical, Int. B. F. Goodrich.

McCANN-ERICKSON, NY, footwear & flooring. Tom Hollingshead, *tb.*

CONKLIN MANN & SON, NY, sponge products.

HARRY E. FOSTER ADVERTISING, TORONTO, B. F. Goodrich, Ltd.

TOTAL ADVG.: $5,000,000.

NET TV: $1,000,000.

SPOT TV: $300,000.

Great A. & P. Tea Co.

420 Lexington Ave., New York 17.

Executives: Ralph W. Burger, *pres.;* S. W. Shea, *dir. sales, mdsg. & marketing.*

Advertising Agency:

PARIS & PEART, NY. Weymouth M. Symmes, *tb.*

TOTAL ADVG.: $3,436,497.

SPOT TV: $1,000,000.

Greyhound Corp.

2600 Board of Trade Bldg., Chicago.

Executives: Orville S. Caeser, *chairman;* Arthur S. Genet, *pres.;* R. A. L. Bogan, *exec. vice pres.;* Richard J. O'Connor, *vice pres., sales;* Edgar A. Jones, *dir. advg. & pub. rels.*

Advertising Agency:

GREY ADVERTISING, NY.

TOTAL ADVG.: $2,784,485.

SPOT TV: $477,000.

Grove Laboratories, Inc.

8877 Ladue Rd., St. Louis 24, Mo.

Executives: J. H. Grove, *pres.;* Laurence A. Smith, *1st vice pres.;* Gene K. Foss, *gen. sales mgr.;* Alan B. Miller Jr., *new products mgr.;* R. W. Testement, *advg. mgr.;* James F. Blair, *mdsg. mgr.*

Advertising Agencies:

HARRY B. COHEN ADVERTISING, NY, Antomine, Grove's chill tonic, Dr. Porter's antiseptic oil; 4-Way cold tablets; Pazo ointment; Pfunder's antacid tablets, Fitch dandruff remover, Fitch Ideal hair tonic; Fitch rose hair dressing & hair oils. Beth Black, *tb.*

BENTON & BOWLES, NY, Bromo Quinine cold tablets. Helen Kowalsky, *tb.*

DOWD, REDFIELD & JOHNSTONE, NY, proprietary drug products & Citroid.

A Message of Importance to Timebuyers and TV Stations–

—*about The Billboard's purchase of TV Availabilities*

The Billboard

television's weekly programming and time-buying guide

–from SPOT to SPECTACULAR

1564 BROADWAY
NEW YORK 36, N. Y.
PLAZA 7-2800

TV Availabilities data--supplemented with other important information of special value to timebuyers--will be published exclusively by The Billboard in its famed monthly television merchandising edition which will now be...

...titled: The Billboard's TV Availabilities
...printed in 9 x 12 size
...on coated stock
...and distributed on or about the first of each month, beginning March 1

TV Availabilities is now undergoing a complete review by The Billboard's editors. Purpose: to find ways and means of making it a still more valuable service. We'd be most appreciative of your ideas, suggestions or comments.

Sincerely,

Sam Chase

Sam Chase
General Manager
Television Division

NEW YORK • WASHINGTON, D. C. • CINCINNATI • CHICAGO • ST. LOUIS • HOLLYWOOD • SAN FRANCISCO

Betty Nesse, *tb.*
VICKERS & BENSON, LTD., TORONTO, Canadian advg., Charles M. Mutch, *a. e.*
GOTHAM-VLADIMIR, CHICAGO, export advg.
TOTAL ADVG.: $3,100,000.
NET TV: $567,115.
SPOT TV: $1,388,300.

Giamorene, Inc.
270 Park Ave., New York 17.
Executives: Clayton B. Hulsh, *pres. & export mgr.;* John B. Howey, *dir., sales & sales promotion mgr.;* Maxwell Silverstein, *dir. advg.*

Advertising Agency:
PRODUCT SERVICES, INC., NY, Les Persky, *a. c.* Mort Reiner, *tb.*
SPOT TV: $800,000.

Grocery Store Products Co.
Adam & Union Sts., West Chester, Pa.
Executives: J. S. Ross, *pres.;* D. N. Givier, *exec. vice pres.;* Frank L. Lamarche, *vice pres., sales.*

Advertising Agencies:
TED BATES, NY, Kitchen Rouquet cream of rice, broiled-in-butter mushrooms. Charles Valentine, *tb.*
CLINTON E. FRANK, INC., CHICAGO, Foulds macaroni. Helen Davis, *tb.*
SPOT TV: $500,000.

Gunther Brewing Co.
1211 S. Conkling St., Baltimore 24, Md.
Executives: Abraham Krieger, *chairman;* Louis Eliasberg, *vice chairman bd.;* Leroy S. Cohen, *pres.;* L. A. Herstein Jr., *vice pres.;* H. P. McLaughlin, *gen. sales mgr.;* Walter S. Driskill, *dir. mktg.;* Arthur E. Goldman, *dir. advg.*

Advertising Agency:
SULLIVAN, STAUFFER, COLWELL & BAYLES, NY. Dan Hirsch, *tb.*
SPOT TV: $300,000.

Robert Hall Clothes
333 W. 34th St., New York.
Executives: Harold Rosner, *pres.;* Robert Weisenberg, *advg. mgr.;* Morton Samos, *chg. store operations.*

Advertising Agency:
FRANK B. SAWDON, INC., NY, Jerry Bess, *a. e.* (*agency vice pres. chg. rad. & tv*). James Hackett, *tb.*
TOTAL ADVG.: $6,000,000.
SPOT TV: $4,188,400.

Theo. Hamm Brewing Co.
720 Payne Ave., St. Paul 1.
Executives: William Hamm Jr., *chairman;* W. C. Figge, *pres. & gen. mgr.;* Odd E. Moe, *gen. sales mgr.;* Robert H. Rygg, *dir. mdsg.;* John R. Moran, *dir. advg.*

Advertising Agency:
CAMPBELL-MITHUN, MINNEAPOLIS. Patricia Brouwer, *tb.*
TOTAL ADVG.: $3,072,771.
SPOT TV: $1,000,000.

Hawley & Hoops
200 N. 12th St., Newark 7, N. J.
Executives: Forrest E. Mars, *chairman;* John J. McNamara, *pres.;* Charles F. White, *vice pres. sales & advg.*

Advertising Agency:
TED BATES, NY. Frank Thompson, *tb.*
SPOT TV: $900,000.

G. Heileman Brewing Co.
1027 S. Third St., La Crosse, Wis.
Executives: Ralph T. Johnson, *pres. & gen. mgr.;* C. L. McCall, *vice pres., dir. sales & advg.;* Ralph W. Klapperich, *advg. mgr.*

Advertising Agency:
EARLE LUDGIN & CO., CHICAGO. Ruth Babick, *tb.*
TOTAL ADVG.: $900,000.
SPOT TV: $500,000.

H. J. Heinz Co.
1062 Progress St., Pittsburgh, Pa.
Executives: H. J. Heinz II, *pres.;* H. N. Riley, *exec. vice pres.;* B. D. Graham, *vice pres., mktg.;* J. D. Scott, *gen. sales mgr.;* C. A. Dimond, *advg. mgr. & mgr. pub. rels.;* R. P. Taylor, *sales promotion mgr.;* James E. Hamilton, *product mgr. of soups in mktg. division.*

Advertising Agencies:
MAXON, INC., DETROIT, Hunter Hendee, *a. e.* Tom Maguire, *tb.*
KETCHUM, MacCLOUD & GROVE, PITTSBURGH, hotel & restaurant advg.
MacLAREN ADVERTISING CO., LTD., TORONTO, Canadian advg.
NATIONAL EXPORT ADVERTISING SERVICE, NY, export advg.
TOTAL ADVG.: $4,854,115.
NET TV: $2,090,945.
SPOT TV: $1,302,550.

Hills Bros. Coffee, Inc.
2 Harrison St., San Francisco 19.
Executives: Edward E. Hills, *pres.;* H. G. Hills, *vice pres., sales;* T. C. Wilson, *vice pres. chg. advg.*

Advertising Agency:
N. W. AYER & SON, SAN FRANCISCO, Richard Bunbury (NY), *tb.*
SPOT TV: $1,200,000.

Holsum Baking Co.
114 Clay St., Morgantown, W. Va.
Executives: W. H. Craze, *pres., gen. & advg. mgr. & purchasing agent;* G. L. Hollister Jr., *vice pres. sales mgr.*
(Adv. placed direct.)
SPOT TV: $500,000.

Household Finance Co.
Prudential Plaza, Chicago 1, Ill.
Executives: H. E. MacDonald, *pres.;* A. G. Waack, *vice pres., advg.*

Advertising Agency:
NEEDHAM, LOUIS & BRORBY, CHICAGO. Advg. placed locally.
SPOT TV: $800,000.

Hudson Pulp & Paper Co., Inc.
477 Madison Ave., New York 22.
Executives: Jack Mazer, *chairman;* Irwin A. Zuckerman, *vice pres., sales;* T. H. Mittendorf, *exec. vice pres.;* Don Jagoda, *advg. & sales promotion mgr.;* S. W. Franklin, *gen. sales mgr.;* M. W. Gross, *ass't advg. mgr.,* consumer products division.

Advertising Agencies:
THE WEXTON CO., NY, Ed Greenberg, *a. e.,* industrial products.
NORMAN, CRAIG & KUMMEL, NY, napkins, towels, toilet tissues & hankies. Jeanne Sullivan, *tb.*
SPOT TV: $650,000.

International Cellucotton
(Division of Kimberly-Clark Corp.)
919 N. Michigan Ave., Chicago 11, Ill.
Executives: J. R. Kimberly, *chairman;* L. E. Phenner, *pres.;* C. E. Souders, *gen. sales mgr.;* W. J. French, *field sales mgr.;* E. A. Olson, *charge of advg. & sales promotion;* J. W. Arnold, *sales promotion mgr.;* Jack B. Williams, *ass't advg. mgr.*

Advertising Agencies:
FOOTE, CONE & BELDING, CHICAGO. Genevieve Lemper, *tb.,* Chicago; Arthur Pardoll, *tb.,* N.Y.
SPITZER & MILLS, LTD., TORONTO. Canadian advg.
GOTHAM-VLADIMIR ADVERTISING, CHICAGO.
TOTAL ADVG.: $7,200,000.
NET TV: $914,648.
SPOT TV: $850,000.

Jackson Brewing Co.
411 Wilkinson St., New Orleans 16, La.
Executives: Lawrence B. Fabacher, *pres.;* Richard G. Jones, *vice pres. & gen. mgr.;* Lawrence J. Fabacher, *dir., sales;* Robert J. Fabacher, *dir. advg.*

Advertising Agency:
FITZGERALD ADVERTISING AGENCY, NEW ORLEANS. Marie O'Meara & Dorothy Nix, *tbs.*
SPOT TV: $600,000.

Kellogg Co.
235 Porter St., Battle Creek, Mich.
Executives: W. H. Vanderploeg, *pres. & gen. mgr.;* E. M. Leaver, *pres.,* Kellogg Sales Co. (subsidiary of Kellogg Co.); L. C. Roll, *exec. vice pres.;* R. P. Olmstead, *vice pres., advg. & pub. rels.;* Howard M. List, *advg. mgr. & vice pres.,* Kellogg Sales Co.; A. J. Finley, *advg. media ass't.*

Advertising Agencies:
LEO BURNETT CO., CHICAGO. Richard Coons, *head tb.*
J. WALTER THOMPSON CO., NY, export advg.
TOTAL ADVG.: $12,600,000.
NET TV: $4,669,869.
SPOT TV: $5,454,900.

S. S. Kresge Co.
2727 Second St., Detroit 32, Mich.
Executives: S. S. Kresge, *chairman;* Stanley S. Kresge, *vice chairman;* F. P. Williams, *pres. & gen. mgr.;* R. D. Kresge, *vice pres., store management;* H. B. Cun-

ningham, *dir. sales & advg.*; W. F. Crissman, *advg. mgr.*

Advertising Agency:

MacMANUS, JOHN & ADAMS, BLOOMFIELD HILLS, MICH., William Everson, *a. e.* Charles Campbell, *head tb.*

SPOT TV: $600,500.

Kroger Co.
35 E. 7th St., Cincinnati 2, Ohio.

Executives: Joseph B. Hall, *pres.*; Jacob E. Davis, *vice pres., labor, legal & pub. rels.*; S. A. Douglas, *dir. advg. & sales promotion*; William J. Sanning, *mgr., advg. & sales promotion*; D. H. Crooks, *dir. pub. rels.*

Advertising Agency:

RALPH H. JONES CO., CINCINNATI. Eula Reggin & Betty Derie, *tbs.*

SPOT TV: $800,300.

Langendorf United Bakeries, Inc.
1160 McAllister St., San Francisco 15, Calif.

Executives: Stanley S. Langendorf, *pres. & gen. mgr.*; Roy McKee & George J. Blodgett, *regional mgrs.*; Stanley Colberson, *advg. mgr.*

Advertising Agencies:

SCHOLTS ADVERTISING SERVICE, LOS ANGELES, Tom Scholts, *a. e.*, Barbara Ann products.

HONIG-COOPER, SAN FRANCISCO, Ted Krough, *a. e.*, Holsum division. Janet Roberts, *tb.*

SPOT TV: $700,000.

V. La Rosa & Sons, Inc.
473 Kent Ave., Brooklyn 11, N. Y.

Executives: Stephen La Rosa, *chairman*; Peter La Rosa, *pres.*; Joseph Giordano, *ass't to pres.*; Vincent F. La Rosa, *gen. sales & advg. mgr.*

Advertising Agency:

SULLIVAN, STAUFFER, COLLWELL & BAYLES, NY. Ira Gonsier, *tb.*

SPOT TV: $500,000.

Lee, Ltd.
9683 Wilshire Blvd., Beverly Hills, Calif.

Executives: Raymond E. Lee, *chairman*; John A. Roosevelt, *pres.*; Howard Brod, *vice pres.*; R. M. Bard, *mdsg. dir.*

Advertising Agencies:

ERWIN, WASEY & CO., LTD., LOS ANGELES, Mel Smith, *a. e.*, Dri-Mist & Courtley deodorants. Glenn Bohannan, *tb.*

ANDERSON - McCONNELL, LOS ANGELES, Soft-Set brands, new products. Jacque Molinaro, *tb.*

SPOT TV: $1,200,000.

Thomas Leeming & Co., Inc.
155 E. 44th St., New York 17.

Executives: J. H. McShane, *chairman-treasurer*; Eduard B. Austin, *pres.*; Charles F. Junod, *gen. sales & advg. mgr.*, consumer division; R. M. Skelton, *sales mgr.*; J. W. Eckman, *advg. mgr.*, ethical division.

Advertising Agencies:

WILLIAM ESTY & CO., NY, A. S. Hardin, *a. e.* Tom O'Dea, *tb.*

WILLIAM DOUGLAS McADAMS, NY, W. E. Durea, *a. e.*, ethical products.

CHEW, HARVEY & THOMAS, PHILADELPHIA, ethical products.

TOTAL ADVG.: $1,504,893.

SPOT TV: $511,300.

Lever Bros. Co.
390 Park Ave., New York 22.

Executives: Jarvis J. Babb, *chairman bd.*; Franklin J. Lunding, *chairman, exec. committee*; William H. Burkhart, *pres.*; M. C. Mumford, *exec. vice pres.*; E. Lee Talman, *administrative vice pres.*; Henry M. Schachte, *advg. vice pres.*; W. N. Burding, *mktg. vice pres.*, Lever division; Michael J. Roche, *gen. mgr.*, promotion & advg. services division; A. R. Graustein Jr., *mktg. research dir.*; Richard E. Baiter, *mdsg. mgr., toilet soaps*; J. E. Drew, *pub. rels. dir.*; Raymond F. Underwood, *gen. sales mgr.*; W. W. Prout, *mdsg. mgr.*; William H. Harr, *mktg. service mgr.*

Product mgrs.: G. Beyer Jr., toilet soaps, D. Bland, Silver Dust & Breeze; F. A. Flatten, Rinso & new products; J. R. Edmiston, Surf; C. E. Palmer, Lux liquid & flakes; Robert M. Prentice, Spry; Anton Bondy, *media mgr., print*; S. H. Pulver, *media mgr., rad. & tv*; George J. Zachary, *rad. & tv program mgr.*; R. E. Dube, *ass't rad. & tv program mgr.*; J. W. Daly, *media buyer*; John P. Doyle, *media buyer*; D. F. O'Mara, *media buyer*; A. F. Cook, *promotion mgr.*

Advertising Agencies:

BBDO, NY, Dean Proctor, A. R. Cangerni & Charles Partington, *a. e.'s*, Surf, Breeze, Swan & Wisk. Hope Martinez & Arthur Berla, *tbs.*

FOOTE, CONE & BELDING, NY, W. A. Bambrick & William Steele, *a. e.'s*, Spry & Imperial margarine. Penny Simmone, *tb.*

SULLIVAN, STAUFFER, COLWELL & BAYLES, NY, Joseph H. Hardie & James D. Thompson, *a. supervisors*, Silver Dust, Lifebuoy & Vim detergent. Jack Canning, *tb.*

J. WALTER THOMPSON, NY, Robert H. Black, Dan Anderson & Herbert Drake, *a. e.'s*, Lux soap, Lux liquid, Lux flakes, Rinso & Rinso Blue. Tom Glynn, Sam Scott, Harold Veltman, *tbs.*

G. M. BASFORD, NY, industrial advg.

NATIONAL EXPORT ADVG. SERVICE, NY, export advg.

OGILVY, BENSON & MATHER, NY, Dove soap, Good Luck margerine. Anne Janowicz, *tb.*

TOTAL ADVG.: $24,000,000.

NET TV: $9,444,725.

SPOT TV: $2,800,000.

Lewis Food Co.
817 E. 18th St., Los Angeles 21, Calif.

Executives: D. B. Lewis, *pres. & gen. mgr.*; H. E. Lewis, *vice pres. & traffic mgr.*; A. J. Sherratt, *ass't gen. mgr.*; Michael L. May, *gen. sales mgr.*; H. N. Lewis, *product mgr.*

Advertising Agency:

ROCKET-LAURITZEN, LOS ANGELES, Don Lauritzen, *a.e.*

SPOT TV: $805,000.

Liebmann Breweries, Inc.
36 Forrest St., Brooklyn 6, N. Y.

Executives: Alfred Liebmann, *chairman, exec. committee*; Herman Schuelein, *chairman bd.*; Philip Liebmann, *pres.*; Walter R. Miller, *exec. vice pres.*; John E. Finneran, *sales vice pres.*; Alfred Grau, *sales promotion mgr.*; William L. Dye, *advg. mgr.*

Advertising Agency:

FOOTE, CONE & BELDING, NY, Frank E. Delano, *a. e.* Peter Bardach, *tb.*

TOTAL ADVG.: $4,500,000.

SPOT TV: $900,000.

Liggett & Myers Tobacco Co., Inc.
630 Fifth Ave., New York 20.

Executives: Benjamin F. Few, *pres.*; Zach Toms, *vice pres. & sec.*; W. A. Blount, *vice pres.*; J. N. Wellman, *vice pres.*; W. L. Perry, *vice pres. & treas.*; Lawrence W. Bruff, *advg. mgr.*

Advertising Agencies:

DANCER-FITZGERALD-SAMPLE, NY, L&M filter brand. Martin Bruell, *tb.*

McCANN-ERICKSON, NY, C. Terence Clyne, *vice pres. & management service dir.*, Chesterfield & institutional advg. Sy Goldis, *tb.*

TOTAL ADVG.: $17,000,000.

NET TV: $7,430,797.

SPOT TV: $4,300,000.

Thomas J. Lipton, Inc.
1500 Hudson St., Hoboken, N. J.

Executives: Robert B. Smallwood, *pres.*; C. E. Wood, *exec. vice pres.*; M. A. Reilly, *vice pres., mktg.*; Harold L. Suttle, *vice pres., sales*; William B. Smith, *vice pres., advg.*; O. J. Nickel, *ass't advg. dir.*; N. V. Osborn, *media dir.*

Brand mgrs.: Howard A. Anderson, Frostee dessert; Kenneth V. Hall, *Lipton soup mix.*

Advertising Agencies:

YOUNG & RUBICAM, NY, Edward Bond, *a. e.* T. M. Comerford, *tb.*

RUTHRAUFF & RYAN, NY, T. W. Richey, *a. e.*, Lipton's Frostee.

SPOT TV: $580,300.

P. Lorillard Co.
119 W. 40th St., New York 18.

Executives: William J. Halley, *pres.*; Irvin H. Peak, *exec. vice pres.*; Lewis Gruber, *vice pres. & dir. sales*; Fred G. Robbe, *ass't advg. dir.*; Claude W. Berkley, *media dir.*; Henry L. Hayden, *advg. brand mgr., Old Gold & Embassy*; George H. Whitmore, *advg. brand mgr., Kent & Muriel cigars*; E. P. Primus, *dir. mdsg.*; Howard Cummings, *advg. analyst*; Edwin Diehl, *pub. rels. dir.*

Advertising Agencies:

LENNEN & NEWELL, NY, Old Gold, Embassy, Muriel cigars; Headline cigars, Briggs pipe mixture; India House pipe mixture; Beechnut chewing tobacco. Frank Daniel, Robert Widholm, *tbs.*

ALBERT FRANK - GUENTHER LAW, NY, financial advg.

YOUNG & RUBICAM, NY, Kent & export advg. John Henderson, Robert Glechler, *tbs.*

TOTAL ADV.: $13,373,840.

NET TV: $6,446,082.

SPOT TV: $1,200,000.

ADVERTISERS

Los Angeles Brewing Co.
(Division of Pabst Brewing Co.)
1910 N. Main St., Los Angeles 54, Calif.
Executives: Charles J. Lick, *exec. vice pres. & gen. mgr.;* Robert Shlaudeman, *vice pres.;* Harlow G. Harris, *gen. sales mgr., western division.*

Advertising Agency:
J. WALTER THOMPSON, LOS ANGELES. Joy Mallicoat, *tb.*
SPOT TV: $940,000.

Lucky Lager Brewing Co.
2601 Newhall St., San Francisco 19, Calif.
Executives: Eugene S. Selvage, *pres. & gen. mgr.;* Jess D. Watson, *vice pres. & sales mgr., northern division;* Henry R. Henius, *vice pres.;* Roy Westly, *sales mgr., southern division.*

Advertising Agency:
McCANN-ERICKSON, SAN FRANCISCO, Burton C. Granicher, *a. e.* Keith Lanning, *tb.*
TOTAL ADVG.: $1,800,000.
SPOT TV: $600,000.

Luden's, Inc.
200 N. 8th St., Reading, Pa.
Executives: G. U. Dunlop, *vice pres., dir. of sales & advg. mgr.;* John L. Haver, *purchasing agent.*

Advertising Agency:
J. M. MATHES, INC., NY, W. S. King, *a. e.* Edna Cathcart, *tb.*
SPOT TV: $522,900.

M J B Co.
655 3rd Ave., San Francisco 7, Calif.
Executives: Joseph M. Bransten, *pres.;* Paul H. Beuter, *advg. mgr.*

Advertising Agency:
BBDO, SAN FRANCISCO. Betty Share, *tb.*
SPOT TV: $500,000.

Malt-O-Meal Co.
Foshay Tower, Minneapolis 2, Minn.
Executives: John S. Campbell, *pres.;* Ruth A. Otis, *advg. mgr.*

Advertising Agency:
CAMPBELL - MITUN. MINNEAPOLIS, C. H. Rossland, *m. dir.*
SPOT TV: $324,000.

Mars, Inc.
2019 N. Oak Park Ave., Chicago 35, Ill.
Executives: W. L. Kruppenbacher, *chairman bd. & pres.;* G. B. Hurley, *exec. vice pres. & gen. mgr.;* V. H. Gies, *vice pres., dir. sales, advg. pub. rels. & advg. buyer;* B. A. Bouchard, *gen. sales mgr.;* H. A. Lehrter, *mdsg. dir.;* H. R. Flaig, *sales promotion mgr.*

Advertising Agency:
KNOX REEVES, MINNEAPOLIS. Wendell Eastling, *tb.*
SPOT TV: $431,600.

Oscar Mayer & Co.
1241 N. Sedgwick, Chicago 10, Ill.
Executives: Oscar G. Mayer, *chairman bd.;* O. G. Mayer Jr., *pres.* (at Madison, Wis.); A. E. Ericson, *vice pres. & treas.;* E. C. Sloan, *vice pres.;* G. O. Mayer, *vice pres. mdsg.;* Carl G. Mayer, *vice pres. advg.;* William Murray, *vice pres., sales;* William B. Walrath Jr., *advg. mgr.* (at Madison); R. Boberschmidt, *sales promotion mgr.* (at Madison).

Advertising Agencies:
WHERRY, BAKER & TILDEN, CHICAGO. Clifford E. Bolgard & Gordon Hendry, *tbs.*
ARTHUR TOWELL, INC., MADISON, WIS. Thomas Towell, *m. dir.*
SPOT TV: $420,000.

W. F. McLaughlin & Co.
610 N. LaSalle St., Chicago 10, Ill.
Executives: Herbert P. McLaughlin, *pres., chg. advg.;* Charles Steele, *vice pres., sales.*

Advertising Agency:
EARLE LUDGIN & CO., CHICAGO. Ruth Babick, *hd. tb.*
SPOT TV: $581,000.

Mennen Co.
Morristown, N. J.
Executives: William G. Mennen, *pres.;* W. G. Mennen Jr., *vice pres., sales & advg.;* Leonard V. Colson, *advg. dir.;* Thomas G. Vandever, *sales mgr.;* John B. Miller, *mdsg. mgr.;* Joseph Jorda, *foreign advg. & sales mgr.*

Advertising Agencies:
GREY ADVERTISING, NY, Mennen baby products, Quinsana, Mennen Skin Magic, Mennen Hair Creme, Herb Strauss, *a. e.* Joan Stark, *tb.*
McCANN-ERICKSON, NY, Mennen's after shave, foam shave, shaving cream, brushless shave cream, skin bracer & shampoo, H. Grafer, *a. e.* Charles Willard, *tb.*
A. J. DENNE & CO., LTD., TORONTO, Canadian advg., A. J. Denne, *a. e.*
GOTHAM-VLADIMIR & CO., NY, export advg.
TOTAL ADVG.: $3,000,000.
NET TV: $949,909.
SPOT TV: $912,300.

Minute Maid Corp.
488 Madison Ave., New York 22.
Executives: John M. Fox, *pres.;* Ambrose E. Stevens, *vice pres., sales & advg.;* Hamilton Stone, *national sales mgr.;* Howard G. Dick, *national sales planning mgr.;* J. W. Rayen, *advg. mgr. & pub. rels. dir.*

Advertising Agency:
TED BATES & CO., NY. Frank Thompson, *tb.*
TOTAL ADV.: $1,318,502.
NET TV: $78,712.
SPOT TV: $625,000.

Monarch Wine Co., Inc.
4500 Second Ave., Brooklyn 32, N. Y.
Executives: Leo Star, *pres. & gen. mgr.;* Augusta Star, *vice pres.;* Roslyn Robinson, *vice pres.;* Nort Wyner, *dir. sales & advg.*

Advertising Agency:
EMIL MOGUL CO., NY, Jules Lennard, *a. e.* Elaine Whalen, *tb.*
SPOT TV: $544,400.

Montgomery Ward & Co., Inc.
619 W. Chicago Ave., Chicago 7, Ill.
Executives: John A. Barr, *chairman & pres.;* John S. McNamara, *advg. mgr., retail soft lines;* A. H. Truitt, *retail sales promotion mgr.;* J. A. Martin, *media dir.*

Advertising Agency:
FOOTE, CONE & BELDING, CHICAGO. John Martin, *tb.*
SPOT TV: $457,650.

Miles Laboratories, Inc.
1127 Myrtle St., Elkhart, Ind.
Executives: C. S. Beardsley, *chairman;* W. R. Beardsley, *pres.;* Francis E. Compton, *1st vice pres.;* E. H. Beardsley, *exec. vice pres. & gen. mgr.;* Perry L. Shupert, *vice pres., sales & advg.;* Henry Schmidt, *sales mgr.;* Charles W. Tennant Jr., *dir. advg.;* H. S. Thompson, *advg. consultant.*

Advertising Agencies:
GEOFFREY WADE ADVERTISING, CHICAGO. David Williams, *tb.*
ROBERT OTTO & CO., NY, export advg.
TOTAL ADVG.: $12,866,383.
NET TV: $3,039,440.
SPOT TV: $4,500,000.

Philip Morris, Inc.
100 Park Ave., New York 17.
Executives: Alfred E. Lyon, *chairman bd.;* O. Parker McComas, *pres.,* L. G. Hanson, *sr. vice pres.;* Joseph F. Cullman III, *exec. vice pres.;* H. W. Chesley, *vice pres., sales & sales promotion;* Ray Jones, *vice pres., sales;* George J. Henn, *vice pres., sales administration;* John R. O'Connor, *ass't to vice pres., sales;* G. Weissman, *vice pres., ass't to pres. & dir. pub. rels.;* Roger Greene, *advg. dir.;* Allen Bick, *advg. supervisor,* Parliament; John R. Latham, *mgr.,* Philip Morris; John T. Landry, *brand advg. mgr.;* Michael Keith, *sales promotion mgr.;* T. S. Christensen, *advg. mgr.,* Philip Morris; R. R. Millhiser, *brand mgr.,* Marlboro; R. S. Larkin, *dir., sales promotion;* James C. Bowling, *mgr., pub. rels.*

Advertising Agencies:
N. W. AYER & SON, PHILADELPHIA, Philip Morris. Isabel Ziegler, *tb.*
LEO BURNETT CO., CHICAGO, Marlboro. R. B. Monday, Rex French, *tbs.*
BENTON & BOWLES, NY, Parliament. Frank Carvell, *tb.*
OGILVY, BENSON & MATHER, NY, Spud. Martin Kane, *tb.*
TOTAL ADVG.: $16,069,460.
NET TV: $1,256,250.
SPOT TV: $6,000,000.

Morton Packing Co.
(Morton Frozen Foods)
714 Brent St., Louisville 4, Ky.
Executives: George E. Egger, *pres.;* Jesse E. Greenwell, *vice pres., sales & advg.*

Advertising Agency:

TED BATES & CO., NY. William Warner, *tb.*

TOTAL ADVG.: $1,255,000.

SPOT & NET TV: $1,000,000.

National Biscuit Co.

449 W. 14th St., New York 14, N. Y.

Executives: R. E. Tomlinson, *chairman;* George H. Coppers, *pres.;* Edward S. Moore Jr., *exec. vice pres.;* Lee S. Bickmore, *vice pres., sales;* Arthur N. Duffy, *dir., sales;* D. Henderson Nevitt, *dir., mktg.;* Harry F. Schoeter, *dir., advg.*

Advg. mgrs.: Craig S. Carragan, *crackers & pretzels;* John H. Tyner, *sweet goods, Grahams' bread & cake & institutional.*

Special products division: Hal M. Chase, *gen. mgr.;* C. W. Aldrich, *dir., sales;* P. R. Cross, *dir., mktg.;* W. J. Hecker, *advg. mgr.*

Advertising Agencies:

McCANN-ERICKSON, NY, F. A. Jenkins, *a. e.,* biscuit & cracker advg. Jane Podester, Sal Agovino, *tbs.*

NEEDHAM & GROHMANN, NY, hotel, restaurant & institutional advg.

KENYON & ECKHARDT, NY, Donald Smith, *a. e.,* cereal & dog foods. George Sinko, Robert Innes, *tbs.*

MacLAREN ADVERTISING, TORONTO, Canadian advg.

TOTAL ADVG.: $14,000,000.

NET TV: $2,548,322.

SPOT TV: $5,800,000.

National Brewing Co.

3720 Dillon St., Baltimore 24, Md.

Executives: Jerold C. Hoffberger, *pres.;* D. L. Farber, *vice pres. & ass't treas.;* Carl R. Kreitler, *vice pres.;* P. J. Roche, *vice pres., sales;* Milton Vandenberg, *gen. sales mgr.;* Marc Smith, *mgr. advg.*

Advertising Agency:

W. B. DONER & CO., DETROIT. Ellen Dryer, *m. dir.*

SPOT TV: $700,300.

National Dairy Products Corp.

(Kraft Foods)
260 Madison Ave., New York 16.

Executives: Le Roy A. Van Bomel, *chairman bd.;* E. E. Stewart, *pres.;* G. C. Pound, George H. Rutherford, R. J. Wise, P. P. Miller, J. H. Wetenhall & Glenn Gundell, *vice pres.'s;* James F. Lunn, *mgr. advg. & sales promotion, milk & ice cream.*

Advertising Agency:

N. W. AYER & SON, NY, Thomas G. Watson Jr., & Neal O'Connor, *a. e.'s.* (Subsidiaries spot tv.)

TOTAL ADVG.: $18,388,767.

NET TV: $5,917,999.

SPOT TV: $9,680,500.

National Carbon Co.

30 E. 42nd St., New York 17.

Executives: A. S. Johnson, *pres.;* C. O. Kleinsmith, *exec. vice pres.;* H. M. Warren, *vice pres., advg. & sales promotion;* A. C. Bryan, *vice pres., consumer products division;* A. J. Housman, *mgr., advg. & sales promotion.*

Advertising Agency:

WILLIAM ESTY & CO., NY, J. F. Behan, *a. e.* Robert Krisso, *tb.*

SPOT TV: $420,390.

Nehi Corp.

10th St. & 9th Ave., Columbus, Ga.

Executives: C. C. Colbert, *chairman bd.;* W. H. Glenn, *pres. & gen. mgr.;* T. H. Stanley, *chairman, exec. committee;* F. E. Gorman, *dir. of advg. & mdsg.;* William E. Uzzel, *gen. sales mgr.*

Advertising Agency:

COMPTON ADVERTISING, NY, R. W. Tannehill, *a. supervisor.* Genevieve Schubert, *tb.*

SPOT TV: $900,600.

Nestle Co., Inc.

2 William St., White Plains, N. Y.

Executives: Clive C. Day, *chairman;* H. J. Wolflisberg, *pres.;* H. K. Philips, *vice pres., sales;* R. F. Goebel, *advg. mgr.*

Advertising Agencies:

DANCER-FITZGERALD-SAMPLE, NY, Nestle milk products, boullion cubes & Nestlea instant tea, Decaf decaffeinated coffee, Swiss Knight cheese & Maggi's products. William Santoni, *tb.*

McCANN-ERICKSON, NY, Ever Ready cocoa, Quick, chocolate bars, Semi Sweet morsels, Cookie mix, bulk cocoa, white sauce & brown gravy, Nestle's instant coffee, Necroy. Robert Anderson, *tb.*

BRYAN HOUSTON, NY, Nescafe. Frances John, *tb.*

L. G. MAISON & CO., CHICAGO, professional products.

ASHER, GODFREY & FRANKLIN, NY & CHICAGO, bulk chocolate.

TOTAL ADVG.: $8,800,000.

NET TV: $1,760,274.

SPOT TV: $2,400,000.

New England Confectionery

254 Massachusetts Ave., Cambridge 39, Mass.

Executives: P. M. Clark, *pres.;* Margaret M. Kedion, *promotion mgr.;* Proctor Coffin, *advg. & sales promotion;* Wade Jones, *dir. mktng.*

Advertising Agency:

C. J. LaROCHE & CO., NY. Doris Gould, *tb.*

SPOT TV: $300,000.

Northern Paper Mills

(Division of Marathon Corp.)
Menasha, Wis.

Executives: Milan Boex, *vice pres.;* John B. Kohl, *gen. sales* mgr.; R. J. Turek, *advg. mgr.*

Advertising Agency:

YOUNG & RUBICAM, CHICAGO, Barton H. Cameron, *a. e.*

SPOT TV: $1,800,000.

Pabst Brewing Co.

221 N. LaSalle St., Chicago 1, Ill.

Executives: Harris Perlstein, *chairman;* Marshall Lachner, *pres.;* W. O. Dillingham, *exec. vice pres., sales;* C. F. Greenwood, *vice pres. & gen. sales mgr.,* Tap A Cola division; N. N. Perlstein, *dir. advg.;* Richard H. Hehman, *advg. mgr.;* Andrew H. Talbot Jr., *pub. rels. dir.*

Advertising Agencies:

LEO BURNETT CO., CHICAGO. Bob Clark, *tb.*

WARWICK & LEGLER, NY, Tap A Cola division, V. J. Curry, *a. e.*

GREY ADVERTISING, NY, Palest Sparkling Beverage line (canned soft drinks).

TOTAL ADVG.: $5,500,400.

NET TV: $78,900.

SPOT TV: $1,008,300.

Pacific Coast Borax Co.

100 Park Ave., New York 17.

Executives: F. A. Schoepflin, *sales promotion;* J. F. Corkill, *New York mgr.;* J. A. Hyland, *Chicago mgr.*

At Los Angeles (630 Shatto Place): J. M. Gerstley, *pres.;* F. T. Winters, *vice pres. & treas.;* David V. Parker, *dir. advg. & sales.*

Advertising Agency:

McCANN-ERICKSON, NY. William Willard, *tb.*

SPOT TV: $1,000,000.

Paper Mate Co.

(Subsidiary of Gillette Corp.)
444 Merchandise Mart, Chicago 54, Ill.

Executives: Patrick J. Frawley, *pres.;* William Miller, *exec. vice pres.;* T. J. Welsh, *vice pres., sales;* E. Ettinger, *vice pres., advg.;* Thomas Casey, *gen. sales mgr.*

Advertising Agency:

FOOTE, CONE & BELDING, CHICAGO, Milton Schwartz, *a. e.* Penny Simmons, *tb.,* NY; Gwen Pardle, *tb.,* Chicago.

SPOT TV: $455,150.

Paxton & Gallagher Co.

813 Jones St., Omaha, Neb.

Executives: Paul C. Gallagher, *pres. & gen. mgr.*

Advertising Agency:

BUCHANAN-THOMAS, OMAHA. Adam Reinemond, *rad.-tv dir.*

SPOT TV: $600,000.

Pepsi Cola Co.

3 W. 57th St., New York 19.

Executives: Alfred N. Steele, *chairman;* Herbert L. Barnet, *pres.;* Richard H. Burgess, *vice pres. chg. domestic sales;* D. Mitchell Cox, *vice pres. chg. sales promotion;* Clifford A. Riddle, *vice pres., bottle sales;* Charles Derrick, *advg. dir.;* Robert H. Braun, *mkt. mgr., sales promotion dept.*

Advertising Agencies:

KENYON & ECKHARDT, NY AND TORONTO, Canadian advg. Bob Ennis, Louise Haut, *tbs.*

COCKFIELD, BROWN & CO., LTD., MONTREAL, Schweppes Canadian division.

TOTAL ADVG.: $5,700,000.

NET TV: $518,775.

SPOT TV: $2,000,000.

Peter Paul, Inc.

New Haven Road, Naugatuck, Conn.

Executives: John H. Tatigian, *pres. & gen. mgr.;* Harold G. Kazanjian, *exec. vice pres.;*

H. M. Billings, *gen. sales mgr.;* Edwin Dalton, *ass't sales mgr.*

Advertising Agency:

DANCER-FITZGERALD-SAMPLE, NY. Lee Gaynor, *tb.*

SPOT TV: $2,200,000.

Petri Wine Co.
601 Fourth St., San Francisco, Calif.

Executives: Angelo Petri, *chairman;* Louis A. Petri, *pres.;* B. C. Solari, *vice pres. & dir. of sales;* Albert Petri, *vice pres.;* Paul Petri, *vice pres.;* Clair N. Fishell, *vice pres. & gen. sales mgr.;* Irv Cotanch, *advg. mgr.*

Advertising Agency:

YOUNG & RUBICAM, SAN FRANCISCO, George Richardson, *a.e.,* wine. Winton Smith, *tb.*

SPOT TV: $800,000.

Pharma-Craft Corp., Inc.
116 N. Island Ave., Batavia, Ill.

Executives: Frank F. Bell, *pres.;* J. E. Friel Jr., *vice pres.;* L. J. Thompson, *sales mgr.;* Carl Seiffer, *chg. advg.*

Advertising Agencies:

J. WALTER THOMPSON CO., CHICAGO, Fresh Stick deodorant, Ebb Stick deodorant, Coldene cough syrup. Mario Kircher, *tb.,* NY; Ed Fitzgerald, *tb.,* Chicago (Coldene).

HARRY B. COHEN ADVERTISING, NY, Fresh soap, Fresh cream deodorant, Ting cream, Surgeons' lotion, Physicians' & Surgeons' soap. Dan Hirsch, *tb.*

RUTHRAUFF & RYAN, NY, Ebb Lotion deodorant, Heed deodorant. OBay spray deodorant, Sprite spray deodorant. Martin Oechsner, *a. e.*

SPOT TV: $400,000.

Pharmaceuticals, Inc.
(Serutan Co.)
711 Fifth Ave., New York 22.

Executives: Matthew B. Rosenhaus, *pres.;* Samuel L. Tedlow, *vice pres. chg. advg.;* Harry Parness, *gen. sales mgr.;* Fred Apt, *advg. mgr.;* Irvin Dunston, *dir. mktg.*

Advertising Agency:

EDWARD KLETTER ASSOCIATES, NY. Ruth M. Bayer, *tb.*

TOTAL ADVG.: $7,100,000.

NET TV: $4,615,000.

SPOT TV: $1,000,000.

Phillips Petroleum Co.
Bartlesville, Okla.

Executives: K. S. Adams, *chairman;* Paul Endacott; *pres.;* Stanley Learned, *chairman exec. committee & ass't to pres.;* W. W. Keeler, *vice pres.;* R. C. Jogpling, *vice pres. chg. advg.;* F. L. Rice, *mgr. advg. dept.;* K. W. Rugh, *mgr. pub. rels. dept.*

Advertising Agency:

LAMBERT & FEASLEY, NY, Frank W. Mace, *a. e.* William B. Hinman, *tb.*

TOTAL ADVG.: $2,950,303.

SPOT TV: $640,000.

Piel Bros.
315 Liberty Ave., Brooklyn 7, N. Y.

Executives: Henry J. Muessen, *pres.;* George W. Davidson, *vice pres.;* R. W. Sherwood, *vice pres.;* Archie Ignatow, *gen. sales mgr.;* Stephen J. Schmidt, *mdsg. mgr.;* Thomas P. Hawkes, *dir. advg.*

Advertising Agency:

YOUNG & RUBICAM, NY. Tom Viscardi, *tb.*

SPOT TV: $1,500,000.

Pillsbury Mills, Inc.
Pillsbury Bldg., Minneapolis 2, Minn.

Executives: John S. Pillsbury, *honorary chairman;* Philip W. Pillsbury, *chairman bd.;* Paul S. Gerot, *pres.;* R. J. Keith, *exec. vice pres., chg. grocery-store consumer products;* *Earl A. Clasen, dir. mktg.;* A. L. Powell, *dir. pub. rels.*

Advertising Agencies:

LEO BURNETT CO., CHICAGO, Creamy Fudge and Fluffy White frosting mixes and all Globe Label products and non-refrigerated grocers' products, Garrit A. Lydecker, *a. e.* Ted Giovan, Harvey Glor, *tbs.*

Advertising Agencies:

CAMPBELL-MITHUN, MINNEAPOLIS, hot roll, brownie and cookie mixes, Ballard Label products and all Pillsbury refrigerated food, N. O. Bidwell, *a. e.* Pat Bower, *tb.*

GOTHAM-VLADIMIR, NY, export advg., Irwin Vladimir, *a. e.*

TOTAL ADVG.: $11,550,900.

NET TV: 5,291,324.

SPOT TV: $680,700.

Plough, Inc.
3022 Jackson Ave., Memphis 1, Tenn.

Executives: Abe Plough, *pres.;* H. B. Solmson, *exec. vice pres.;* Gerald Owens, *sales dir.;* Frank G. Morris, *ass't to pres., chg. of advg.*

Advertising Agencies:

JOSEPH KATZ CO., BALTIMORE, Mexsana skin cream.

DOWD, REDFIELD & JOHNSTONE, NY, Mistol.

LAKE-SPIRO-SHURMAN, MEMPHIS, rad. advg., Avron Spiro, *a. e.*

TOTAL ADVG.: $2,100,000.

SPOT TV: $900,000.

Procter & Gamble Co.
Gwynne Bldg., Cincinnati 1, O.

Executives: Richard R. Deupree, *chairman;* Neil H. McElroy, *pres.;* Howard J. Morgens and Walter L. Lingle Jr., *exec. vice pres.'s;* T. J. Wood, *vice pres. chg. sales;* K. Y. Siddall, *vice pres.;* W. R. Chase, *vice pres. chg. advg.;* O. M. Gale, *mgr. pub. rels. dept.;* A. N. Halverstadt, *mgr., advg. prod. division;* Paul Huth, *dir. media;* W. F. Craig, *dir. tv;* E. A. Snow, *advg. mgr. soaps & synthetics;* C. C. Uhling, *mgr. advg. dept., mdsg. division.*

Advertising Agencies:

COMPTON ADVERTISING, NY, bulk products, Cascade detergent, Crisco, Dash detergent, Drene shampoo, Duz, Gleem toothpaste, Ivory flakes, Ivory soap. S. M. Woodward, *a. e.* B. Liddel, J. Brown, M. Sculfort, H. Clochessy, B. Mulligan, J. Burbeck, T. Cordani, F. Sweeney, R. LaBonne, G. Bell, *tbs.*

BENTON & BOWLES, NY, Camay, Crest toothpaste, Ivory Snow, P & G White Naptha, Prell, Tide, Whirl instant liquid shortening, Zest synthetic bar soap. Norman Grulich & Ted Levenson, *a. e.'s.* Justin Gerstle, Hank Linden, Joe Fanelli, Bob Morton, Bern Kanner, *tbs.*

H. W. KASTOR & SONS, CHICAGO, American Family soap & flakes. Harvey Mann, *tb.*

YOUNG & RUBICAM, NY, Cheer, Spic & Span detergent. William M. Walker, *tb.*

LEO BURNETT CO., CHICAGO, Joy liquid detergent, Lava soap. David Saxon, Arne Nordmark, Liman White, *tbs.*

GREY ADVERTISING, NY, Lilt home permanent, Shasta shampoo. Ken Kerns, *tb.*

TATHAM-LAIRD, CHICAGO, Fluffo shortening. John Deacon, *tb.*

DANCER-FITZGERALD-SAMPLE, NY, Oxydol, Dreft, Riz, blue liquid detergent. Walter Teitz, Patricia Hawley, *tbs.*

TOTAL ADVG.: $57,494,858.

NET TV: $33,822,228.

SPOT TV: $16,000,000.

Quality Bakers of America Cooperative, Inc.
120 W. 42nd St., New York 36.

Executives: Joseph Duchaine, *pres.;* George N. Graf, *gen. mgr.;* Robert L. Schaus, *advg. mgr.*

Advertising Agency:

PHILIP S. BOONE & ASSOC., SAN FRANCISCO, western advg.

Other advg. placed direct, S. W. Siddle Jr., *m. dir. & tb.*

Radio Corp. of America
30 Rockefeller Plaza, New York 20.

Executives: Frank Folsom, *pres.;* E. K. Engstrom, *sr. exec. vice pres.;* R. A. Seidel, *exec. vice pres., consumer products;* W. W. Watts, *exec. vice pres., electronic components;* C. M. Odorizzi, *exec. vice pres., sales & services;* R. C. Anderson, *exec. vice pres. pub. rels.;* R. H. Coffin, *vice pres., advg. & sales promotion.*

Advertising Agencies:

KENYON & ECKHARDT, NY, RCA-sponsored rad. & tv shows, RCA tv div., RCA Victor record & victrola div., RCA institutional advg., international div. Robert Kibrick, *tb.*

GREY ADVERTISING, NY, records, National Broadcasting Co. Judy Meilman, *tb.;* Andy Zipprich, *m. superv.*

AL PAUL LEFTON, PHILADELPHIA, industrial advg.

GEHNRICH ASSOCIATES, NY, RCA Communications, Inc.

ALBERT FRANK-GUENTHER LAW, NY, RCA financial advg.

TOTAL ADVG.: $11,200,000.

NET TV: $1,734,456.

SPOT TV: $1,539,000.

Ralston Purina Co.
835 S. 8th St., St. Louis 2, Mo.

Executives: Donald Danforth, *chairman-pres.;* L. B. Stuart, *vice pres. & sec.;* Louis C. Stevenson, *vice pres. & gen. sales mgr.;* J. D. Sykes, *vice pres. chg. pub. rels.;* G. M. Philpott, *vice pres. & dir. advg.;* Robert J. Piggott, *advg. mgr., grocery products.*

Advertising Agencies:

GARDNER ADVG., ST. LOUIS, Purina chow feeds, Elmer G. Marshutz, *a. e.* Frank Heuson & Patricia Schinzind, *tbs.*

GUILD, BASCOM & BONFIGLI, SAN FRANCISCO. Robert LaChance, *tb.*

JAMES FISHER CO., TORONTO, Canadian advg.

TOTAL ADVG.: $2,720,000.

NET TV: $1,672,238.

SPOT TV: $600,000.

Rath Packing Co.

Waterloo, Ia.

Executives: H. H. Rath, *pres.;* A. D. Donnell, *exec. vice pres.;* J. A. Muth, *vice pres. chg. sales-advg.;* W. W. Jennings; L. H. Schmuth, *advg. mgr.*

Advertising Agency:

EARLE LUDGIN & CO., CHICAGO. Marylin Bielefeldt, *tb.*

SPOT TV: $500,500.

Rayco Mfg. Co.

220 Straight St., Paterson 1, N. J.

Executives: Joseph Weiss, *pres.;* Jules Rudominer, *vice pres. chg. mdsg.;* Jules M. Stern, *vice pres. & treas.;* Irving Levine, *ass't to pres.;* Stanley Leipzig, *advg. dir.*

Advertising Agency:

EMIL MOGUL CO., NY. Lynn Diamond, *tb.*

SPOT TV: $633,000.

Readers Digest Assn., Inc.

Pleasantville, N. Y.

Executives: DeWitt Wallace & Lila Acheson Wallace, *editors;* A. L. Cole, *gen. business mgr.;* Fred D. Thompson Jr., *advg. dir.*

Advertising Agencies:

BBDO, NY, Ed Fleri.

SCHWAB & BEATTY, NY, George F. Perkins.

SPOT TV: $500,000.

William B. Reily & Co., Inc.

640 Magazine St., New Orleans 9, La.

Executives: William B. Reily Jr., *pres.;* J. W. Reily, *exec. vice pres.;* William T. Campbell, *vice pres. chg. sales.*

Advertising Agencies:

WALKER SAUSSY ADVERTISING, NEW ORLEANS, J. C. Shields Jr., *a. e.,* southern advg.

HEINTZ & CO., LOS ANGELES, western advg.

ROMAN ADVG., BALTIMORE, George Roman, *a. e.,* eastern advg.

SPOT TV: $500,000.

Remington Rand

(Division of Sperry Rand Corp.)
315 4th Ave., New York 10.

Executives: Douglas MacArthur, *chairman, advisory bd.;* James H. Rand, *pres.;* S. H. Ensinger, *vice pres., advg. & pub. rels.;* H. Simpson, *advg. mgr., electric shaver div., Bridgeport, Conn.*

Advertising Agencies:

LEEFORD ADVG., NY.

YOUNG & RUBICAM, NY, tv advg. for electric razors. Warren Bahr, *tb.*

COMPTON ADVERTISING, NY, tv advg. for typewriters. G. Schubert, *tb.*

ROBERT OTTO & CO., NY, export advg.

TOTAL ADVG.: $3,500,000.

SPOT TV: $430,000.

Revlon, Inc.

745 5th Ave., New York 22.

Executives: Charles H. Revson, *pres.;* Martin Revson, *exec. vice pres. chg. sales;* George Abrams, *vice pres. & advg. dir.;* William Mandel, *mgr. advg.*

Advertising Agencies:

BBDO, NY, Touch and Glow liquid makeup, Satin-Set hair spray, lipstick & Futurama cases, nail enamel, manicuring products, eye makeup, liquid rouge, Christmas sets, Second Nature.

EHRLICH, NEUWIRTH & SOBO, NY, sun tan products. Sidney Bruch.

EMIL MOGUL CO., NY, Revlon Aquamarine shampoo, Silken-net liquid hair spray, Revlon Aquamarine lotion, Spray Mist and Deodorant Hi & Dry deodorant. Lynn Diamond, *tb.*

C. J. LA ROCHE & CO., NY, Revlon Love Pat, Clean & Clear liquid cleanser, Aquamarine bath powder, talc & soap, Fragrances, Fashion Plate & Skin Normalizer. Doris Gould, *tb.*

DOWD, REDFIELD & JOHNSTONE, NY, Silicare lotion, Baby Silicare, sun tan products. Betty Nasse, *tb.*

NOYES & SPROUL, NY, ethical advg. on Silicare.

TOTAL ADVG.: $6,694,848.

NET TV: $5,000,000.

R. J. Reynolds Tobacco Co.

Main & 4th Sts., Winston-Salem, N. C.

Executives: John C. Whitaker, *chairman bd.;* E. A. Darr, *pres.;* R. G. Carter, *sales mgr.;* W. T. Smither, *advg. mgr.*

Advertising Agency:

WILLIAM ESTY CO., NY, William Esty, *a. e.* Richard C. Grahl, *tb.*

TOTAL ADV.: $22,055,060.

NET TV: $12,230,666.

SPOT TV: $2,000,000.

Richfield Oil Corp.

555 S. Flower St., Los Angeles 17, Calif.

Executives: H. F. Sinclair, *chairman bd.;* Charles S. Jones, *pres.;* Rollin Eckis, *exec. vice pres.;* David E. Day, *vice pres.;* W. J. Travers Jr., *vice pres.;* William G. King Jr., *vice pres. & gen. sales mgr.;* Fred M. Jordan, *advg. & sales promotion mgr.*

Advertising Agency:

HIXSON & JORGENSEN, LOS ANGELES. Harriett M. Weigand, *tb.*

TOTAL ADVG.: $1,709,262.

SPOT TV: $500,000.

Harold F. Ritchie, Inc.

65 Industrial St., So., Clifton, N. J.

Executives: M. E. Bale, *pres.;* D. D. Hay, *vice pres. chg. sales;* J. W. O'Connor, *field sales mgr.*

Advertising Agency:

J. WALTER THOMPSON, NY. Joe Barker & James Horning, *tbs.*

SPOT TV: $2,300,000.

Rival Packing Co.

4500 S. Tripp Ave., Chicago 32, Ill.

Executives: M. Katz, *pres. & gen. mgr.;* A. W. Aldag, *sales mgr.;* H. L. Gadau, *advg. mgr.*

Advertising Agency:

CHARLES SILVER & CO., CHICAGO, B. R. Solomon, *a. e. & tb.* Maxine Ziv, *tb.*

SPOT TV: $500,000.

Roto-Broil Corp. of America

34-08 Northern Blvd., Long Island City, N. Y.

Executives: Milton Nathanson, *vice pres. chg. sales;* Samuel Brenner, *vice pres. chg. national accounts;* Bertram Rice, *vice pres., mdsg.;* Louis Katz, *vice pres., advg. & sales promotion;* Arthur O. Bregstein, *gen. sales mgr.;* Gregory Rose, *advg. & sales promotion mgr.*

Advertising Agency:

PRODUCT SERVICES, INC., NY, Les L. Persky, *a. e.* Larry Butner, *tb.*

SPOT TV: $500,000.

Helena Rubinstein, Inc.

655 Fifth Ave., New York 22.

Executives: Helena Rubinstein, *pres.;* Roy V. Titus, *1st vice pres.;* Oscar Kolin, *2nd vice pres. chg. sales;* George S. Carroll, *sales mgr.;* Sara Fox, *sales promotion mgr.;* Amy Blaisdell, *publ. dir.*

Advertising Agency:

OGILVY, BENSON & MATHER, NY. Ann Janowicz, *tb.*

SPOT TV: $550,000.

Jacob Ruppert Brewery

1639 Third Ave., New York 26.

Executives: Murray Vernon, *chairman;* F. M. Linder, *pres.;* T. R. Santacroce, *vice pres. chg. sales;* J. Ruppert Schalk, *vice pres.;* J. Joseph Taylor Jr., *vice pres. & dir. advg. & mktg.;* Kenneth P. Steinreich, *vice pres.;* Philip Paladino, *gen. sales mgr.;* Jack Garabrant, *ass't advg. mgr.;* Joe Gould, *ass't pub. rels. dir., chg. press rels.*

Advertising Agency:

WARWICK & LEGLER, NY. Joe Hodack, *tb.*

SPOT TV: $634,000.

Safeway Stores

4th & Jackson Sts., Oakland 4, Calif.

Executives: Robert A. Magowan, *chairman;* Milton L. Selby, *pres.;* Ralph D. Brown, *vice pres. chg. pub. rels.*

Advertising Agencies:

ERWIN, WASEY, LOS ANGELES, Rik Rak cleanser, Curtsy cakes, Edwards instant coffee, Fauntleroy liquid starch, Jell-Well desserts, Parade synthetic detergent, Sunnybank margarine.

BROOK, SMITH, FRENCH & DORRANCE, SAN FRANCISCO, Captain's Choice seafoods, Fleet Mix biscuit mix, Suzanna pancake mix.

COSBY & COOPER, SAN FRANCISCO, Montrose butter, Party Pride ice cream, Springhouse butter, Tea Garden preserves, Sea Trader tuna, Cragmont beverages.

RUTHRAUFF & RYAN, SAN FRANCISCO, Busy Baker soda crackers, Pirates' Gold graham crackers, Tea Timer sprays, Lac-Mix dry milk powder, Sugar Belle peas, Dutch Mill cheese, Canterbury tea, Blossom Time cottage cheese, Fairfax bread div., Skylark bread. Virginia Crawford, *tb.*

DANCER-FITZGERALD-SAMPLE, SAN FRANCISCO. Lalani Pineapple, Nip & Tuck dog food.

M. E. HARLAN ADVERTISING, SAN FRANCISCO, Airway coffee.

McCANN-ERICKSON, SAN FRANCISCO, Royal Satin, shortening.

FOOTE, CONE & BELDING, SAN FRANCISCO, Nu Made mayonnaise, Duchess salad dressing, Lunch Box sandwich spread.

J. WALTER THOMPSON, CHICAGO, Kitchen Craft flour, Mammy Lou corn meal.

HOEFER, DIETERICH & BROWN, SAN FRANCISCO, Beverly peanut butter, Sleepy Hollow syrup, Mayday salad oil, Zippy pickles, Fluff-I-Est marshmallows, Roxbury candles.

J. WALTER THOMPSON, SAN FRANCISCO, Lucerne fresh milk, Manor House poultry, Safeway meats, Safeway produce.

WEINER, OHLEYER, REYNOLDS & BAKER, SAN FRANCISCO, Bel-air frozen fruits & vegetables.

KENYON & ECKHARDT, SAN FRANCISCO, White Magic soap.

TOTAL ADVG.: $4,586,637.

SPOT TV: $1,000,000.

Salada Tea Co., Inc.
155 Berkeley St., Boston 16, Mass.

Executives: Gerald R. Larkin, *pres.;* Edgar B. Pinto, *vice pres.-gen. mgr.;* John W. Colpitts, *adv. mgr.;* Walter F. Haefele, *gen. sales mgr.*

Advertising Agency:

HERMAN W. STEVENS AGENCY, BOSTON, M. L. Tyler, *a. e.* Reggie Schuebel, *tb.*

SPOT TV: $1,200,000.

Sales Builders, Inc.
(Max Factor)
1126 Wilshire Blvd., Los Angeles 17, Calif.

Executives: Maurice R. Chez, *pres. chg. sales;* K. D. Caldwell, *vice pres. chg. advg.;* R. H. Schafhausen, *advg. mgr.*

Advertising Agency:

DOYLE DANE BERNBACH, NY. Bernice Levitas, *tb.* (Los Angeles office).

SPOT TV: $1,689,000.

San Francisco Brewing Corp.
470 10th St., San Francisco 3, Calif.

Executives: Charles H. Lurmann, *pres.;* H. E. Picord, *exec. vice pres.-gen. mgr.;* Fred W. Lurmann, *vice pres.;* W. D. McAfee, *gen. sales mgr.;* Les Mullins, *advg. mgr.*

Advertising Agency:

BBDO, SAN FRANCISCO. Betty Share, *tb.*

SPOT TV: $770,000.

Joseph Schlitz Brewing Co.
235 W. Galena St., Milwaukee 1, Wis.

Executives: Erwin O. Uihlein, *pres.;* Robert A. Uihlein, *vice pres. & secretary;* S. E. Abrams, *vice pres. & gen. mgr.;* John Toigo, *dir. mktg.;* Louis S. Berger, *dir. media & mkt. rsrch.;* Richard Steenberg, *advg. mgr.;* Frank L. Smawley, *ass't advg. mgr.*

Advertising Agencies:

J. WALTER THOMPSON CO., CHICAGO. Sylvia Rutt, *tb.*

GOTHAM-VLADIMIR, NY, export advg.

TOTAL ADVG.: $8,000,000.

NET TV: $2,272,776.

SPOT TV: $550,000.

Seabrook Farms Co.
Seabrook, N. J.

Executives: C. F. Seabrook, *chairman bd.;* John M. Seabrook, *pres.;* Belford L. Seabrook, *vice pres.;* C. Courtney Seabrook, *vice pres.;* Joseph V. Betlin, *vice pres. chg. sales;* Harold C. Emerson & Manning M. Exton, *vice pres.'s;* Fred Fleischman, *mgr. advg. & mdsg.*

Advertising Agency:

N. W. AYER & SON, PHILADELPHIA.

SPOT TV: $323,100 (3-quarter TvB total).

Helaine Seager, Inc.
1028 Broad St., Newark, N. J.

Executives: Morton Edell, *pres.*

Advertising Agency:

DUNNAN & JEFFREY, NY, Martin Himmel, *a. e.* Conrad Roth, *tb.*

TOTAL ADVG.: $1,200,000.

SPOT TV: $600,000.

Sealy, Inc.
666 Lakeshore Dr., Chicago 11, Ill.

Executives: E. H. Bergmann, *pres.;* M. A. Kaplan, *vice pres.;* Joseph N. Kallick, *dir. sales & advg.;* G. C. Shappell, *advg. mgr.*

Advertising Agency:

WEISS & GELLER, CHICAGO, regionally through distributors. Dealer gets ad allowance from area factory.

Seeck & Kade, Inc.
440 Washington St., New York 13.

Executives: Max Kade, *pres.;* J. Dinsmore Adams, *vice pres. & treas.;* Emil Zentner, *ass't treas. chg. of advg.*

Advertising Agency:

McCANN-ERICKSON, NY, Peter Schaeffer, *a. e.* Al Petcavage, Judy Schoenfeld, *tbs.*

SPOT TV: $500,000.

Seven-Up Co.
1300 Delmar Blvd., St. Louis 3, Mo.

Executives: H. C. Grigg, *pres.;* H. E. Ridgway, *vice pres. franchise mgr.;* Ben Wells, *vice pres. chg. sales & advg.;* Joe M. Thul, *advg. mgr.*

Advertising Agency:

J. WALTER THOMPSON CO., CHICAGO. William Kennedy, *tb.*

TOTAL ADVG.: $4,540,000.

NET TV: $141, 897.

SPOT TV: $918,108.

Shell Oil Co.
50 W. 50th St., New York 20.

Executives: H. S. M. Burns, *pres.;* W. F. Kenney, *vice pres. & gen. counsel;* J. G. Jordan, *vice pres., marketing;* H. L. Curtis, *vice pres., pub. rels.;* D. C. Marschner, *mgr. sales promotion & advg.*

Advertising Agency:

J. WALTER THOMPSON CO., NY, H. C. Flowers, *a. e.* Gordon Dewart, *tb.*

TOTAL ADVG.: $4,000,000.

NET TV: $141,892.

SPOT TV: $1,500,000.

Simmons Co.
230 Park Ave., New York 17.

Executives: Grant G. Simmons, *pres.;* John W. Hubbell, *vice pres. chg. mdsg. & advg.* (at 1 Park Ave., NY); G. D. Wrightson, *sr. vice pres.;* Norman T. Gilroy, *vice pres. chg. sales;* John G. Roemer, *advg. mgr.* (Merchandise Mart, Chicago); R. E. Jager, *promotion mgr.* (1 Park Ave., NY).

Advertising Agency:

YOUNG & RUBICAM, NY. John Flourney, *tb.*

TOTAL ADVG.: $3,414,000.

NET TV: $322,170.

SPOT TV: $481,830.

Slenderella Systems, Inc.
P. O. Box 45, Darien, Conn.

Executives: Larry Mack, *pres.;* Susan Wells, *advg. mgr.*

Advertising Agency:

MANAGEMENT ASSOCIATES, STAMFORD, CONN. John Corran, *tb.*

TOTAL ADVG.: $1,027,000.

SPOT TV: $62,300.

Smith Bros., Inc.
Poughkeepsie, N. Y.

Executives: Robert L. Smith, *chairman;* H. N. Hustis, *pres.;* L. M. Shaw, *vice pres.;* R. N. Hustis, *sales & advg. mgr.*

Advertising Agency:

SULLIVAN, STAUFFER, COLWELL & BAYLES, NY. Steve Suren, *tb.*

SPOT TV: $500,000.

Socony Mobil Oil Co., Inc.
26 Broadway, New York 4.

Executives: Albert L. Nickerson, *pres.;* Paul V. Keyser Jr., *vice pres.;* J. C. Case, *vice pres.;* J. F. Seal, *vice pres.;* Herbert Willetts, *vice pres., dir. domestic mktg.;* P. A. Gosman, *advg. mgr.;* T. W. Phelps, *mgr. pub. rels.*

Advertising Agencies:

COMPTON ADVERTISING, NY. Hal Davis, *tb.*

COCKFIELD, BROWN, MONTREAL, Canadian advg.

TOTAL ADVG.: $6,100,000.

NET TV: $300,000.

SPOT TV: $1,200,000.

Standard Brands, Inc.
595 Madison Ave., New York 22.

Executives: Joel S. Mitchell, *pres.;* Henry Weigl, *exec. vice pres.;* Albert R. Fleischmann, *vice pres. & gen. sales mgr.*

Advertising Agencies:

J. WALTER THOMPSON CO., NY,

Fleischmann's consumer yeast products, Fleischmann's div.; southern pecan shelling div., trade-paper advg.; Tender Leaf tea, tea balls, instant Tender Leaf tea. S. Dobbs, *a. e.* Harold Veltman, Joe Barker, *tbs.*

TED BATES & CO., NY, Fleischmann's Blue Bonnet margarine, Royal baking powder, Royal gelatin desserts, Royal pudding, Fleischmann's gin, preferred blended whiskey, Walter Kendall Hunt Club dog foods. Allen Whitlock, L. Sherrill & J. A. Clarkson, *a. e.'s.* Lawrence Donino, *tb.*

WILDRICK & MILLER, NY, Fleischmann's dry yeast for animals. Stanley B. Wildrick, *a. e.*

L. H. HARTMAN CO., NY, Black & White scotch whiskey; Churchill bonded whiskey and Churchill 88. L. H. Hartman, *a. e.*

BISBERNE ADVERTISING, CHICAGO, special products.

RAYMOND SPECTOR CO., NY, bulk pharmaceutical products.

COMPTON ADVERTISING, NY, Tender Leaf tea, tea balls, Chase & Sanborn coffee & instant coffee, Break O 'Morn coffee, Fleischmann div., institutional advg. O. A. Saunders, *a. e.* Ed Semel & Al Ritter, *tbs.*

ROBERT OTTO & CO., NY, Latin American advg. on Blue Bonnet oleomargarine.

TOTAL ADVG.: $10,400,000.

NET TV: $1,551,076.

SPOT TV: $1,400,000.

Standard Oil Co. (Indiana)

910 S. Michigan Ave., Chicago 80, Ill.

Executives: Dr. R. E. Wilson, *chairman bd.;* F. O. Prior, *pres.;* D. F. Benton, *vice pres. chg. sales;* A. C. Sailstad, *gen. sales mgr.;* W. I. Nunn, *mgr. advg. dept.;* Don Campbell, *dir. pub. rels..*

Advertising Agencies:

D'ARCY ADVERTISING, CHICAGO. John Harper, *tb.*

BBDO, CHICAGO, institutional advg.

TOTAL ADVG.: $7,000,000.

NET TV: $476,723.

SPOT TV: $900,000.

Standard Oil Co. (Ohio)

Midland Bldg., Cleveland, Ohio.

Executives: C. T. Foster, *pres.;* Samuel H. Elliott, *vice pres. chg. sales;* Frank Kolb, *advg. mgr.*

Advertising Agency:

McCANN-ERICKSON, CLEVELAND. D. Scott Benton, *rad.-tv business mgr.*

SPOT TV: $550,000.

Sterling Drug, Inc.

1450 Broadway, New York 18.

Executives: James Hill Jr., *chairman;* Dr. J. Mark Hiebert, *pres.;* E. I. McClintock, *vice pres.;* M. L. Tainter, M.D., *vice pres.;* O. W. Ergenzinger, *vice pres.;* S. I. Clark, *vice pres.*

Advertising Agencies:

DANCER-FITZGERALD-SAMPLE, NY, Bayer aspirin, Dr. Lyon's tooth powder, Energine, Haley's M-O, Phillips' Milk of Magnesia. Frank Moriarty, *tb.*

THOMPSON-KOCH, NY, Campho-Phenique, Ironized yeast, Jayne's P-W Vermifuge, Midol, Molle. Bob Hall, *tb.*

COMPTON ADVERTISING, NY, Fizrin. Hal Davis, *tb.*

CARL S. BROWN CO., NY, Fletcher Castoria, ZBT baby powder. Rose-Marie Vitanza, *tb.*

TOTAL ADVG.: $16,600,000.

NET TV: $1,414,613.

SPOT TV: $8,300,000.

Stokely-Van Camp, Inc.

941 N. Meridian, Indianapolis 6, Ind.

Executives: W. B. Stokely Jr., *chairman;* H. F. Krimendahl, *pres.;* C. C. Culp, *vice pres.;* L. J. Noonan, *vice pres., dir. sales & mktg.;* H. R. Warren, *ass't gen. sales mgr.;* H. A. Hebberd, *ass't to vice pres. mktg.;* T. C. Alexander, *Stokely sales mgr.;* Warren J. Dills, *sales mgr.;* W. H. Rehm, *advg. mgr.;* D. Young, *advg. mgr., frozen-food div.*

Advertising Agencies:

LENNEN & NEWELL, NY. Marian Jones, *tb.*

BRISACHER, WHEELER & STAFF, SAN FRANCISCO, Pictsweet frozen-food div.

TOTAL ADVG.: $3,100,000.

SPOT TV: $1,500,000.

Stroh Brewery Co.

909 E. Elizabeth St., Detroit 26, Mich.

Executives: John W. Stroh, *pres.;* H. S. Wagoner, *vice pres. chg. sales;* A. W. Bentler, *sales promotion mgr.*

Advertising Agency:

ZIMMER, KELLER, CALVERT, DETROIT, A. H. Ritter, *a. e.* C. D. Vortman, *m. dir.*

TOTAL ADVG.: $1,600,000.

SPOT TV: $400,000.

Studebaker-Packard Corp.

1580 E. Grand Blvd., Detroit 32, Mich. (Packard Clipper div.)
635 S. Main St., South Bend 27, Ind. (Studebaker div.)

Executives: Paul G. Hoffman, *chairman bd.;* James J. Nance, *pres.,* C. P. Monaghan, *dir. pub. rels.;* A. F. Remington, *advg. mgr., Packard;* F. W. Noble, *advg. dir.*

Advertising Agency:

BENTON & BOWLES, NY, James Black, *a. e.,* Studebaker & Packard. Don Chapman, *tb.*

TOTAL ADVG.: $11,000,000.

NET TV: $1,547,854.

SPOT TV: $500,000.

Swift & Co.

Union Stock Yards, Chicago 9, Ill.

Executives: Harold H. Swift, *hon. chairman;* John H. Holmes, *chairman;* Porter M. Jarvis, *pres.;* O. E. Jones, *exec. vice pres.;* P. C. Smith, C. T. Prindeville, P. E. Petty, W. P. Ayers, E. D. Fletchall, H. N. Goodspeed, J. P. Jurgatis, E. A. Moss, R. C. Newton, R. W. Record, R. W. Regensburger, R. W. Reneker, H. E. Wilson, *vice pres.'s;* F. J. Townley, *vice pres. chg. gen. sales depts.;* Ray Weber, *advg. mgr.*

Advertising Agencies:

McCANN-ERICKSON, CHICAGO, All-sweet, bakery products, castings, Pard & Pard meal, Swift'ning, peanut butter, trade relations, Vigoro, End-o products, home economics. G. C. Dibert, *a. e.* John Cole & Esther Anderson, *tbs.*

RUSSELL T. GRAY, INC., CHICAGO, adhesives, gelatins, glues, industrial oils & soaps. W. E. Morton, *a. e.*

J. WALTER THOMPSON CO., CHICAGO, Jewell shortening. Ellen Carson, *tb.*

BERT S. GITTINS ADVERTISING, MILWAUKEE, animal feeds, foods & hatcheries, Gerald Seaman, *a. e.*

TOTAL ADVG.: $11,200,000.

NET TV: $3,910,214.

SPOT TV: $650,000.

Tea Council of the USA, Inc.

500 Fifth Ave., New York 36.

Executives: Gerard L. Brand, *acting exec. dir.;* John Anderson, *promotion dir.*

Advertising Agency:

LEO BURNETT CO., CHICAGO, Don Wells, *a. e.* Esther Rauch, *tb.*

SPOT TV: $800,000.

Toni Co.

(Division of Gillette Co.)
Merchandise Mart, Chicago 54, Ill.

Executives: Joseph Spang, *chairman bd.* (Gillette Co.); R. N. W. Harris, *pres.;* W. H. Miller, *exec. vice pres.;* S. K. Hensley, *vice pres., advg. brand promotion, promotion & mkt. rsrch.;* W. G. Willie, *vice pres., sales;* J. T. Lewis, *brand supervisor chg. brand mgrs.;* J. R. Green, *m. dir.;* B. L. Kahn, *advg. dept. mgr.;* W. Kalan, *creative advg. research mgr.*

Advertising Agencies:

TATHAM-LAIRD, CHICAGO, Bobbi home wave, White Rain shampoo, Viv lipstick, Soft Touch lipstick.

CLINTON E. FRANK, INC., CHICAGO, Pamper shampoo, Casual home permanent, Tame hair rinse. Helen Davis, *tb.*

NORTH ADVERTISING, CHICAGO, Toni & Tonette home permanent, Silver Curl home permanent, Deep Magic cleansing lotion, Softstyle & Spin curlers, Prom & children's Prom home permanent, Adorn spray & hair-dressing products. Richard Page & Armella Selsor, *tbs.*

SPITZER & MILLS, LTD., TORONTO, Canadian radio advg.

SPOT TV: $1,900,000.

Top Value Enterprises

126 S. Ludlow St., Dayton 1, Ohio.

Executives: Robert S. Bare, *pres.;* Curtis L. Carlson, *vice pres.;* Truman Johnson, *vice pres.;* Roy W. Godley, *vice pres. chg. advg. & promotion;* B. M. Crippin, *gen. sales mgr.;* Ellis L. Redden, *dir. advg. & promotion.*

Advertising Agency:

CAMPBELL-MITHUN, MINNEAPOLIS, Ralph Wittgraf, *a. e.* Marian Manzer, *tb.*

SPOT TV: $600,000.

Mrs. Tucker's Foods, Inc.

Sherman, Tex.
(Division of Anderson, Clayton & Co.)

Executives: W. S. Dorset, *gen. mgr.;* R. C. Sewell, *vice pres. & gen. sales mgr.;* J. V.

DeFord, *advg. mgr.*

Advertising Agency:

BRYAN HOUSTON INC., NY, Harry W. Bennett & G. De Pue Jr., *a. e.'s.* Bob Boulware, *tb.*

SPOT TV: $300,000.

United Vintners
(Italian Swiss Colony)
615 Fourth St., San Francisco 7, Calif.

Executives: John S. Emmart, *advg. & promotion mgr.*

Advertising Agencies:

HONIG-COOPER, SAN FRANCISCO.

GOTHAM-VLADIMIR, NY, export advg.

SPOT TV: $300,000.

U. S. Rubber Co.
1230 Ave. of the Americas, New York 20.

Executives: H. E. Humphreys Jr., *pres. & chairman;* H. Gordon Smith, *exec. vice pres.;* E. G. Brown, J. W. McGovern, Arthur Surkamp, *vice pres.'s;* C. H. Gilbert, *advg. dir.;* C. H. Shirley, *advg. mgr., tire div.;* Russell Wilks, *dir. pub. rels.*

Advertising Agency:

FLETCHER D. RICHARDS, NY, F. D. Richards, *a. e.* James M. Kelly, *tb.*

TOTAL ADVG.: $3,800,000.

NET TV: $53,618.

SPOT TV: $425,000.

U. S. Tobacco Co.
630 Fifth Ave., New York 20.

Executives: Jonathan W. Peterson, *pres.;* L. A. Bantle, *vice pres.*

Advertising Agency:

C. J. LaROCHE & CO., NY, Doris Gould, *tb.*

TOTAL ADVG.: $2,300,000.

NET TV: $320,383.

SPOT TV: $890,000.

Vick Chemical Co.
122 E. 42nd St., New York 17.

Executives: H. S. Richardson, *chairman exec. committee;* E. L. Mabry, *pres.;* Robert M. Dunning, H. A. High, *vice pres.'s;* Kirby Peake, *pres. & gen. mgr.,* Vick products div.; Douglas D. Conkwright, *sales promotion mgr.;* E. B. Newsom, *sales mgr.;* C. A. Holland, *mgr. space & media* (at Vick Chemical Co., Greensboro, N.C.).

Advertising Agencies:

MORSE INTERNATIONAL, NY.

BBDO, NY, tv advg. (Miss) Mickey McMichael, *tb.*

TOTAL ADVG.: $3,000,000.

NET TV: $263,391.

SPOT TV: $1,000,000.

Walgreen Co.
4300 Peterson Ave., Chicago 30, Ill.

Executives: C. R. Walgreen Jr., *pres.;* R. G. Knight, *vice pres. & treas.;* R. G. Schmidt, *vice pres., dir. retail-store optns.;* A. L. Starshak, *vice pres. & pub. rels. dir.;* O. G. Gile, *advg. dir.*

Advertising Agency:

SCHWIMMER & SCOTT, CHICAGO.

TOTAL ADVG.: $3,500,000.

SPOT TV: $450,000.

Ward Baking Co.
475 Fifth Ave., New York 17.

Executives: Faris R. Russell, *chairman & pres.;* L. T. Melly, *vice chairman & treas.;* R. A. Jackson, *vice pres.;* A. F. Guckenberger, *advg. mgr.*

Advertising Agency:

J. WALTER THOMPSON CO., NY. Mario Kircher, *tb.*

TOTAL ADVG.: $2,500,000.

SPOT TV: $1,000,000.

Warner-Lambert Pharmaceutical Co.
Tabor Rd., Morris Plains, N. J.

Executives: Elmer H. Bobst, *chairman bd.;* Alfred E. Driscoll, *pres.;* E. T. T. Williams, *chairman exec. committee.*

Lambert-Hudnut div.: J. Y. Lund, *pres.;* Robert G. Urban, *exec. vice pres.;* Frank E. Camp, *vice pres., sales;* John J. McClellan, *brand mgr., Lambert line;* R. J. Boslet, *brand mgr., hair-care line.*

Cosmetics: G. S. Fowler, *vice pres., advg. & mdsg.;* C. A. Pennock, *pres.,* Duberry, & *vice pres., cosmetics sales.*

Advertising Agencies:

KENYON & ECKHARDT, NY, Richard Hudnut Quick Home Permanent, Pin-Quick, Enriched Creme Shampoos and Creme Rinse 'n Set. Robert Kibrick, *tb.*

LAMBERT & FEASLEY, NY, Listerine antiseptic & toothpaste. William B. Hinman, *tb.*

NORMAN, CRAIG & KUMMEL, NY, Sportsman toiletries.

TOTAL ADVG.: $8,217, 049.

NET TV: $2,102,590.

SPOT TV: $2,900,000.

Wesson Oil & Snowdrift Sales Co.
210 Baronne St., New Orleans 12, La.

Executives: A. Q. Petersen, *pres.;* L. C. Haskell, *vice pres. chg. prod.*

Advertising Agency:

FITZGERALD ADVERTISING, NEW ORLEANS. Marie O'Meara, *tb.*

TOTAL ADVG.: $4,300,000.

NET TV: $270,830.

SPOT TV: $1,300,000.

Whitehall Pharmacal Co.
22 E. 40th St., New York 16.

Executives: William F. Laporte, *pres.;* Elliott Bowles, *exec. vice pres.;* William H. Strawson, *vice pres. chg. sales;* R. G. Rettig, *vice pres. chg. advg.;* E. Weingartner, *mdsg. mgr.;* William L. Silbert, *ass't advg. mgr.*

Advertising Agencies:

TED BATES & CO., NY, Anacin, Buffered Anacin, Buffered Aspirin, Compound W, Freezone, Heet liniment, Hopper home facial, Melcalose tablets, Outgro, Preparation H., Primatene, Sperti Ointment. Dan Rodgers, *a. e.* Nat Gayster, *tb.*

SULLIVAN, STAUFFER, COLWELL & BAYLES, NY, BiSoDol, Infrarub, E. Stefenson, *a. e.*

JOHN F. MURRAY ADVERTISING, NY, Kriptin, Hope denture adhesive, Alice Carle, *a. e.*

LYNN BAKER, INC., NY, Jo-Cur wave set lotion, Heather rouge, James Evans, *a. e.*

GREY ADVERTISING, NY, Kolynos tooth paste, Wallace Drew, *a. e.*

McCANN - ERICKSON, NY, Duplexin, Frank Mayers, *a. e.*

RUTHRAUFF & RYAN, NY, Neet depilatory, Dristan decongestant, Petro-Syllium, Edward Cawley, *a. e.*

SPOT TV: $550,000.

Stephen F. Whitman & Son, Inc.
4th & Race Sts., Philadelphia 5, Pa.

Executives: Louis L. McIlhenney, *chairman;* William M. Noonan, *pres. & dir. sales & advg.;* William S. Doughten, *vice pres.;* Julian T. Barksdale, *sales mgr.*

Advertising Agency:

N. W. AYER & SON, PHILADELPHIA. Jeanne Nolan, *tb.*

TOTAL ADVG.: $700,000.

SPOT TV: $400,000.

George Wiedemann Brewing Co., Inc.
601 Columbia St., Newport, Ky.

Executives: H. Tracy Balcom Jr., *pres. & gen. mgr.;* Richard E. Wagner, *vice pres. & treas.;* Oscar R. Beatty, *sales mgr.;* M. A. Vandervort, *mdsg. mgr.;* Newton Cross, *advg. dir.;* H. W. Lupton, *ass't advg. dir.*

Advertising Agency:

TATHAM-LAIRD, CHICAGO.

SPOT TV: $530,000.

William Wrigley Jr. Co.
410 N. Michigan Ave., Chicago 11, Ill.

Executives: Philip K. Wrigley, *pres.;* R. R. Holcolmb, *1st vice pres.;* A. G. Atwater, *vice pres. chg. sales;* H. L. Webster, *vice pres. chg. advg.;* Offield Wrigley, *advg. mgr.*

Advertising Agencies:

ARTHUR MEYERHOFF & CO., CHICAGO.

FRANCES HOOPER ADVG., CHICAGO.

TOTAL ADVG.: $7,000,000.

NET TV: $741,360.

SPOT TV: $500,000.

Wildroot Co., Inc.
1740 Bailey Ave., Buffalo 11, N. Y.

Executives: H. J. Lehman, *pres.;* Robert E. Schwartz, *exec. vice pres.;* Albert E. Ritchie, *vice pres. chg. sales;* J. Ward Maurer, *vice pres., chg. advg.;* H. J. Lehman Jr., *vice pres. chg. pub. rels.;* J. Paul Sheedy, *sales mgr.;* Charles Dentinger, *m. dir.*

Advertising Agencies:

BBDO, BUFFALO, NY, S. C. Titus, *a. e.* Gertrude Scanlan, *tb.*

A. J. DENNE CO., LTD., TORONTO, Canadian advg., A. J. Denne, *a. e.*

GOTHAM-VLADIMIR & CO., NY, export advg.

TOTAL ADVG.: $2,100,000.

NET TV: $323,043.

SPOT TV: $1,100,000.

Top 200 Tv Advertisers by Spot Expenditure

(Figures include estimated expenditures last quarter 1955, first two quarters of 1956.)

1.	Procter & Gamble	$16,388,400
2.	Brown & Williamson	8,334,400
3.	General Foods	7,036,000
4.	Sterling Drug	6,284,300
5.	Colgate-Palmolive	5,053,600
6.	Miles Laboratories	4,650,900
7.	Philip Morris	4,551,000
8.	National Biscuit	4,372,800
9.	Kellogg	4,118,900
10.	General Motors	3,858,600
11.	Bulova Watch	3,588,900
12.	Ford Motor	3,494,800
13.	Liggett & Myers	3,262,400
14.	AT&T	3,254,160
15.	Robert Hall Clothes	3,188,200
16.	Coca Cola/Bottlers	2,705,500
17.	Continental Baking	2,473,600
18.	Carter Products	2,295,600
19.	Block Drug	2,244,200
20.	Warner-Lambert	2,226,500
21.	Helaine Seager	2,134,300
22.	Lever Bros.	2,129,000
23.	Anahist	2,082,200
24.	Minute Maid	1,986,000
25.	Charles Antell	1,908,800
26.	Harold F. Ritchie	1,892,200
27.	Florida Citrus Commission	1,886,000
28.	Nestle	1,828,000
29.	Campbell Soup	1,639,200
30.	Esso Standard Oil	1,613,100
31.	R. J. Reynolds	1,596,600
32.	Peter Paul	1,508,700
33.	Toni	1,465,200
34.	Corn Products Refining	1,454,600
35.	Chrysler Corp.	1,454,400
36.	Borden	1,404,700
37.	P. Ballantine & Sons	1,390,500
38.	Pepsi Cola/Bottlers	1,347,400
39.	Northern Paper Mills	1,331,900
40.	Chesebrough-Ponds	1,303,700
41.	Sales Builders	1,289,000
42.	Revlon	1,278,300
43.	J. A. Folger	1,273,500
44.	Standard Brands	1,223,800
45.	Better Living Enterprises	1,194,200
46.	Shell Oil	1,192,600
47.	Stokely-Van Camp	1,170,000
48.	Piel Bros.	1,155,900
49.	Benrus Watch	1,143,100
50.	RCA	1,139,000
51.	Tafon Distributors	1,134,000
52.	Grove Laboratories	1,088,200
53.	Vick Chemical	1,084,400
54.	Falstaff Brewing	1,062,800
55.	B. T. Babbitt	1,097,700
56.	Wesson Oil & Snowdrift	1,001,600
57.	Anheuser-Busch	993,700
58.	H. J. Heinz	975,400
59.	Lee Ltd.	965,000
60.	Salada Tea	963,400
61.	Coty Inc.	955,800
62.	Carnation	952,200
63.	P. Lorillard	951,000
64.	Socony-Mobil	948,300
65.	E. I. Du Pont de Nemours	943,800
66.	Seven Up/Bottlers	943,300
67.	Hills Bros. Coffee	903,300
68.	Wildroot	896,400
69.	Armour & Co.	887,900
70.	American Home Foods	886,000
71.	E. & J. Gallo Winery	881,900
72.	Theo. Hamm Brewing	858,800
73.	Safeway Stores	856,200
74.	General Baking	847,200
75.	Beechnut Packing	835,200
76.	Tea Council of the USA	823,300
77.	Pabst Brewing	815,200
78.	Bristol-Myers	812,400
79.	Great A&P Tea	807,200
80.	Hawley & Hoops	788,300
81.	Best Foods	783,800
82.	Pacific Coast Borax	775,900
83.	American Chicle	772,900
84.	General Electric	766,500
85.	Nehi	759,800
86.	National Dairies (Kraft Foods)	758,400
87.	Standard Oil of Indiana	753,500
88.	Pharmaceuticals Inc.	720,200
89.	Los Angeles Brewing	720,000
90.	Mennen	704,100
91.	Carling Brewing	698,600
92.	Plough Inc.	696,500
93.	General Mills	689,400
94.	U. S. Tobacco	671,600
95.	Columbia Broadcasting	659,700
96.	Liebmann Breweries	658,500
97.	Kroger	656,100
98.	CVA Corp.	648,900
99.	International Cellucotton	640,900
100.	Avon Products	628,400
101.	Petri Wine	615,400
102.	Lewis Food	605,900
103.	Sealy Mattress/Dealers	602,900
104.	American Bakeries	591,400
105.	Morton Frozen Foods	590,800
106.	San Francisco Brewing	577,900
107.	Cream of Wheat	556,800
108.	Greyhound Corp.	552,500
109.	National Brewing	551,700
110.	Eastern Guild	547,000
111.	Pillsbury Mills	544,700
112.	Brown Shoe	539,000
113.	Glamorene	536,900
114.	Phillips Petroleum	530,000
115.	Ward Baking	525,500
116.	Hudson Pulp	524,200
117.	Langendorf United Bakeries	519,100
118.	Rayco Mfg.	516,000
119.	Jacob Ruppert Brewery	506,000
120.	Studebaker-Packard	501,800
121.	Smith Bros.	500,300
122.	Swift & Co.	500,000
123.	Lucky Lager Brewing	498,300
124.	Duffy Mott	497,300
125.	Standard Oil of Ohio	493,400
126.	Ludens Inc.	488,700
127.	Helena Rubinstein	482,800
128.	Drewrys Ltd.	477,800
129.	Paxton & Gallagher	477,000
130.	Thomas Lipton	465,200
131.	W. F. McLaughlin	460,900
132.	Top Value Enterprises	455,500
133.	Duncan Coffee	451,500
134.	Jackson Brewing	447,400
135.	B C Remedy	443,700
136.	Stephen F. Whitman & Son	435,500

137.	Whitehall Pharmacal	434,500
138.	Monarch Wine	433,300
139.	Ralston-Purina	432,100
140.	George Wiedemann Brewing	429,600
141.	Household Finance	424,200
142.	Simmons	423,900
143.	Quality Bakers of America	418,100
144.	Thomas Leeming	408,200
145.	Rath Packing	405,600
146.	Grocery Store Products	401,700
147.	Dr. Pepper	401,400
148.	Joseph E. Schlitz Brewing	401,000
149.	S. S. Kresge	400,500
150.	V. La Rosa & Sons	398,800
151.	Roto-Broil Corp. of America	398,500
152.	Bank of America	397,400
153.	Blue Plate Foods	396,500
154.	M J B Co.	391,700
155.	Mars Inc.	390,600
156.	Reader's Digest	389,800
157.	Seeck & Kade	387,820
158.	Wm. Wrigley Jr.	387,100
159.	General Cigar	386,100
160.	Associated Hospital Service	384,800
161.	Emerson Drug	383,200
162.	Converted Rice	378,400
163.	Continental Oil	377,500
164.	Wm. B. Reily & Co.	375,500
165.	Drackett	373,100
166.	Richfield Oil	373,000
167.	5 Day Laboratories	371,500
168.	Duquesne Brewing	371,000
169.	Cantrell & Cochrane	357,000
170.	Walgreen	351,000
171.	Holsum Baking/Bakeries	349,600
172.	Montgomery Ward	346,400
173.	G. H. P. Cigar	344,600
174.	Paper Mate	344,400
175.	Gold Seal	338,400
176.	Slenderella	335,900
177.	Stroh Brewing	332,600
178.	Rival Packing	327,600
179.	U. S. Rubber	327,300
180.	Remington Rand	325,800
181.	Seabrook Farms	323,100
182.	Oral Roberts	316,400
183.	National Carbon	315,300
184.	Pharma Craft Corp.	310,900
185.	G. Heileman Brewing	303,500
186.	Oscar Mayer	300,300
187.	United Vintners	295,100
188.	Jim Clinton Clothing Stores	289,300
189.	Frito	289,000
190.	Bond Stores	287,900
191.	Commercial Solvents	287,000
192.	National Enterprises	283,000
193.	Hazel Bishop	277,500
194.	B. F. Goodrich	266,600
195.	Brewing Corp. of America	264,800
196.	New England Confectionery	262,600
197.	Gunther Brewing	258,900
198.	Armstrong Rubber	244,100
199.	Malt-O-Meal	239,500
200.	Mrs. Tucker Foods	216,000

Services Related to the Television Industry

ASSOCIATION & INDUSTRY GROUPS

Academy of Television Arts & Sciences

Los Angeles 46, 9126 Sunset Blvd., Crestview 4-5209. Johnny Mercer, *pres.* Non-profit organization recognizing outstanding achievement in television by conferring annual "Emmy" awards.

Offices: New York 19, 23 W. 53rd St., Judson 6-5249. Ed Sullivan, *chmn.*, N. Y.

Advertising Ass'n of the West

San Francisco 8, 425 Bush St., Garfield 1-6868. Earl J. Glade, *pres.;* Charles W. Collier, *exec. v.p.;* John Hoefer, *sr. v.p.;* Mrs. Ella Breazeale, *v.p.;* James T. Aubrey Jr., *dir. for tv.*

The Advertising Council, Inc.

New York 36, 25 W. 45th St., Judson 2-1520. Louis N. Brockway, *chmn.;* Lee H. Bristol, Leo Burnett, John C. Sterling, *v. chmn.;* Theodore S. Repplier, *pres.;* Allan M. Wilson, George P. Ludlam, *v.p.'s;* Frederic R. Gamble, *sec.;* Paul B. West, *treas.;* Gordon C. Kinney, *radio-tv dir.;* Maxwell Fox, *pub. rel. dir.* A non-profit organization dedicated to the uses of advertising in the public service.

Offices: Washington 6, 1200 18th St., N. W., Sterling 3-9153. T. S. Repplier, *pres.* Chicago 1, 203 N. Wabash Ave., Randolph 6-1753. L. S. Schwartz, *midwest representative.* Hollywood 28, 1680 N. Vine St., Hollywood 7-7166. R. C. Coleson, *west coast representative.* San Francisco 8, 425 Bush St., Garfield 1-6868. Charles W. Collier.

Advertising Federation of America

New York 19, 250 W. 57th St., Circle 6-2431. Ben R. Donaldson, Ford Motor Co., *bd. chmn.;* E. G. Borton, *pres.-gen. mgr.*

Alliance of Television Film Producers

Hollywood 28, 6912 Hollywood Blvd., Hollywood 5-5711. Hal Roach Jr., *pres.;* Maurice Unger, *v.p.;* John Findlater, *sec.;* John Zinn, *treas.*

Allied States Ass'n of Motion Picture Exhibitors

Washington 6, D.C., Dupont Circle Bldg., Suite 1131, Dupont 7-7400. Abram F. Myers, *chmn. of bd. & gen. counsel;* Ruben Shor, *pres.;* Julius M. Gordon, *sec.;* Irving Dollinger, *treas.*

American Ass'n of Advertising Agencies

New York, 420 Lexington Ave., Lexington 2-7980. Robert D. Holbrook, Compton Adv., *bd. chmn.;* Melvin Brorby, Needham, Louis & Brorby, *v. chmn.;* Donald K. Clifford, Doherty, Clifford, Steers & Shenfield, Inc., *sec.-treas.;* Frederic R. Gamble, *pres.;* Kenneth Godfrey, *sec. to broadcast media comm.;* Dorothy Copeland, *sec. to tv-radio admin. comm.*

American Ass'n of Film Producers, Inc.

Chicago 1, 333 N. Michigan Ave. Association of producers of industrial, educational, government films under code of fair practice.

American Baptist Convention Radio & Television Dept.

New York 16, 152 Madison Ave., Murray Hill 4-4100. Frederick L. Essex, *dir.*

American Cinema Editors

Hollywood 28, 1508 Crossroads-of-the-World, Hollywood 5-8527. Warren Low, *pres.;* Jack Ogilvie, *v.p.;* Ellsworth Hoagland, *sec.;* Daniel Nathan, *treas.*

American Council for Better Broadcasts

Madison 3, Wis., 423 N. Pinckney St., Alpine 5-2009. Leslie Spence, *exec. dir.* Annual poll of network programs. Report to agencies, sponsors, networks and FCC.

American Council on Education, Committee of Television

Washington 6, 1785 Massachusetts Ave., Hudson 3-6620. Mrs. Dorothy R. Smith, *sec.* Publishes educational tv newsletter; sponsors conferences on ETV.

American Federation of Musicians

New York 22, 570 Lexington Ave., Plaza 8-0600. James Petrillo, *pres.*

Offices: Local 802, New York 19, 261 W. 52nd St. Al Manuti, *pres.* Local 47, Hollywood 38, 871 N. Vine. John Te Groen, *rep.*

American Federation of Tv & Radio Artists

New York 36, 15 W. 44th St., Murrayhill 7-1810. Donald F. Conaway, *natl. exec. sec.;* Ken Groot, *exec. sec. N. Y.*

Office: Hollywood 28, 6331 Hollywood Blvd. Claude McCue, *exec. sec., L. A.*

American Marketing Ass'n
Chicago 3, 27 E. Monroe St., Central 6-8306. Charles W. Smith, *pres.;* D. Maynard Phelps, *pres.-elect.;* Charles H. Sandage, Wendell R. Smith, Robert O. Fernald, *v.p.'s;* Hugh G. Wales, *sec.;* LeRoy F. Church, *treas.*

American Newspaper Publishers Ass'n
New York 17, 370 Lexington Ave., Murrayhill 5-2000. Cranston Williams, *gen. mgr.*
Offices: Chicago 1, 360 N. Michigan Ave., Franklin 2-3746. George N. Dale, *mgr.*

American Radio Relay League
West Hartford 7, Conn., 38 LaSalle Rd. Goodwin L. Dosland, *pres.;* Wayland M. Groves, *1st v.p.;* F. E. Handy, Percy C. Noble, *v.p.'s;* D. H. Houghton, *treas.;* A. L. Budlong, *sec.*

American Society of Cinematographers, Inc.
Hollywood 28, 1782 N. Orange Dr., Hollywood 7-2135. George J. Folsey, *pres.* Society of directors of photography (membership is by invitation only).

American Society of Composers, Authors & Publishers
New York 22, 575 Madison Ave., Murrayhill 8-8800. Paul Cunningham, *pres.;* Otto A. Harbach, Louis Bernstein, *v.p.'s.* Issues licenses to bulk users of copyrighted musical compositions written, composed or published by its members.

American Women in Radio & Television, Inc.
New York 22, 501 Madison Ave. Edythe Fern Melrose, Detroit, *pres.* To further women in tv-radio.

Ass'n of Canadian Advertisers
Toronto 1, Federal Bldg., Empire 3-8046. R. R. McIntosh, General Foods, Ltd., *pres.;* R. E. Sewell, Coca Cola, Ltd., *exec. v.p.;* T. M. Atkinson, DuPont Co. of Canada, Ltd.; G. C. Clarke, Standard Brands, Ltd.; J. J. McGill, Imperial Tobacco Co. of Canada, Ltd., *v.p.'s;* H. E. Whitehead, Kimberly-Clark Products, Ltd., *v.p.-treas.;* Frank A. Healy, *gen. mgr.-sec.*

Ass'n for Education by Radio-Television
Chicago 228 N. LaSalle St., Dearborn 2-7801. Leo A. Martin, *pres.;* George Jennings, *bus. mgr.*

Ass'n of Federal Communications Consulting Engineers
Washington 5, D. C., 710 14th St., N. W., Executive 3-5670. E. L. Dillard, *pres.;* Robert E. L. Kennedy, *v.p.;* John Creutz, *sec.;* A. Earl Cullum Jr., *treas.*

Assn. of Maximum Service Telecasters
Jack Harris, KPRC-TV Houston, *chmn.;* Charles Crutchfield, WBTV Charlotte, N. C., *v. chmn.;* Harold Gross, WJIM-TV Lansing, Mich., *sec.-treas.*

Ass'n of Mexican Advertising Agencies
(Associacion Mexicano de Agencies de Publicidad) Mexico D. F., Apartado Postal 9488. Ignacio Carral, *pres.;* Abraham Garavito, *v.p.;* Valero Munoz Ayarza, *sec.;* Guillermo Morales, *treas.;* Everardo Camacho, *ass't treas.;* Jose R. Pulido, *mgr.*

Ass'n of National Advertisers, Inc.
New York 17, 155 E. 44th St., Oxford 7-5950. Edwin W. Ebel, General Foods, *bd. chmn.;* George E. Mosley, Seagram-Distillers Co., *v. chmn.;* Paul B. West, *pres.;* Cy Norton, *v.p.;* M. L. McElroy, *v.p.;* Joseph M. Allen, *v.p.;* Peter W. Allport, *sec.*

Ass'n for Professional Broadcasting Education
Washington 6, 1771 N. St., N.W., Decatur 2-9300. Frederick H. Garrigus (NARTB), *coordinator.*

Brand Names Foundation, Inc.
New York 16, 437 Fifth Ave., Murrayhill 5-0888. Henry E. Abt, *pres.* Institutional advertising on behalf of all manufacturers' brands.

Broadcast Music, Inc.
New York 17, Plaza 9-1500. Carl Haverlin, *pres.;* Sydney M. Kaye, *v.p. & gen. counsel;* Charles A. Wall, *v.p., finance;* Robert J. Burton, *v.p. & sec.;* Jean Geiringer, Roy Harlow, Glenn Dolberg, Harry P. Somerville, *v.p.'s;* Robert B. Sour, *ass't v.p.;* Robert J. Higgins, *ass't treas.*

Bureau of Advertising of American Newspaper Publishers Ass'n
New York 22, 570 Lexington Ave., Plaza 9-6262. Richard L. Jones Jr., *bd. chmn.;* H. S. Barnes, *dir.*

California Copyright Conference
Hollywood 28, 1651 Cosmo St., Hollywood 4-7313. Robert B. Marks, *pres.;* Bernard L. Brody, *v.p.;* Franya Pasternacki, *treas.;* Virginia Warwick, *sec.;* Alene McKinney, *ass't sec.*

Canadian Assn. of Radio & Television Broadcasters
Ottawa, 108 Spark St., Central 3-4038. Sales Branch—200 St. Clair Ave., W., Toronto, Ont. Walnut 2-3334.
F. A. Lynds, CKCW Moncton, N.B., *pres.;* D. A. Gourd, Radio Nord Inc., Rouyn, P.Q., *v.p. radio;* H. A. Crittenden, CKCK-TV Regina, Sask., *v.p. television.*

Composers, Authors & Publishers Ass'n of Canada, Ltd.
Toronto, 182 St. George St., Walnut 3-8457. Sir Ernest MacMillan, *pres.;* W. S. Low, *gen. mgr.;* C. R. Matheson, *licensing dept. mgr.;* J. K. Bailey, *comptroller.*

Copyright Society of the U.S.A.
New York 12, 40 Washington Sq., Joseph A. McDonald, *pres.;* Walter J. Derenberg, Horace S. Manges, *v.p.'s;* Edward A. Sargoy, *sec.:* Theodore R. Kupferman, *ass't sec.;* Paul J. Sherman, *treas.;* Sidney W. Wattenberg, *ass't treas.*

Educational Television & Radio Center
Ann Arbor, Mich., 1610 Washtenaw Ave., Normandy 3-4108. Dr. H. K. Newburn, *pres.*

Electric League of Los Angeles, Inc.
Los Angeles 5, 2508 W. Olympic Blvd., Dunkirk 3-4159. Glen L. Logan, *mngng. dir. & v.p. Trade ass'n.*

Electronics Mfrs. Ass'n
New York 36, 55 W. 42nd St., Pennsylvania 6-4864. I. A. Mitchell, United Transformer Corp., *pres;* Allan C. Bernstein, Adams Laboratories, *sec.;* Hyman Winograd, Presto Recording Corp., *treas.;* John W. Martindale, *exec. sec.*

Federal Communications Bar Ass'n
Washington 4, American Bldg., Sterling 3-4004. George O. Sutton, *pres.* To promote federal laws relating to wire and radio communications.

Financial Public Relations Ass'n
Chicago 4, 231 S. LaSalle St., State 2-5547. Preston E. Reed, *exec. v.p.*

Ford Foundation
New York 22, 477 Madison Ave., Plaza 1-2900. Robert Saudek, *tv-radio workshop dir.;* H. Rowan Gaither Jr., *pres.;* Henry Ford II, *chmn. of trustees.*

Institute for Education by Radio-Television
Columbus 10, Ohio State U., Axminster 9-3148. I. Keith Tyler, *dir.;* Robert B. Burrows, *ass't to dir.;* Bette Wallach, sec. International exchange for ideas concerning policy and techniques of educational broadcasting.

Institute of Radio Engineers
New York 21, 1 East 79th St., Lehigh 5-5100. A. V. Loughren, *pres.;* Herre Rinia, *v.p.;* W. R. G. Baker, *treas.;* Haraden Pratt, *sec.;* Donald G. Fink, *editor;* George W. Bailey, *exec. sec.* Professional society.

Intercollegiate Broadcasting System
Washington 20, 3107 Westover Dr., S.E., Ludlow 2-7210. George Abraham, *pres.;* David W. Borst, *v.p.;* James R. Wylie, *sec.-treas.* Non-profit association of campus stations throughout U.S. Offices: Chicago 1, 333 N. Michigan Ave. James R. Wylie. Lynnfield Center, Mass., 580 Lowell St., Lynn 4-4244. David W. Borst.

Joint Council on Educational Television
Washington 6, 1785 Massachusetts Ave., N.W., Hudson 3-6620. Ralph Steetle, *exec. dir.* Council is composed of representatives from various educational and educational broadcasting groups.

Joint Technical Advisory Committee
New York 21, 1 E. 79th St., Ernst Weber, *chmn.;* William Radford, *v. chmn.* Composed of representatives from Institute of Radio Engineers and Radio-Electronics-Tv Mfrs. Ass'n.

Motion Picture Industry Credit Group
(National Ass'n of Credit Men)
New York 3, 229 Fourth Ave., Oregon 4-5100. William W. McAdam, *sec.* Credit reporting service.

SERVICES

Music Publishers Protective Ass'n, Inc.
New York 22, 460 Park Ave., Plaza 1-1930. Walter G. Douglas, *bd. chmn.;* Harry Fox, *gen. mgr.*

National Appliance & Radio-Tv Dealers Assn.
Chicago 54, 1141 Merchandise Mart, Michigan 2-5505. A. W. Bernsohn, *exec. v.p.* Annual costs-of-doing-business survey; group & creditor insurance, etc.

National Ass'n for Better Radio & Television
Los Angeles 5, 882 Victoria Ave., Webster 4-4245. Mrs. Clara S. Logan, *pres.;* Dr. Richard Atkinson, *1st v.p.;* Dr. Lee deForest, *2nd v.p.;* Mrs. Victor Roberts, *sec.;* Miss Gertrude M. Blackstock, *treas.*

National Ass'n of Educational Broadcasters
Urbana, Ill., 14 Gregory Hall, 7-6611. Dr. Harry J. Skornia, *exec. dir.;* Frank E. Schooley, *pres.* Organization of non-commercial stations.

National Ass'n of Gagwriters
New York 17, Box 835, Grand Central Station, Spring 7-6210. George Q. Lewis, *exec. dir.*

National Ass'n of Mfrs.
New York 17, 2 E. 48th St., Murrayhill 8-4200. Henry G. Riter III, *bd. chmn.;* Cola G. Parker, *pres.;* Kenneth R. Miller, *mngng. dir.;* T. M. Brennan, *sec.;* John C. Bosted, *treas.;* G. W. Johnstone, *tv-radio pub. rel. dir.* ***Office:*** Washington 6, 918 16th St., N.W., Republic 7-3630.

National Ass'n of Performing Artists
New York 20, 630 Fifth Ave., Circle 7-8194. Fred Waring, *pres. & bd. chmn.;* Alfred Rice, *gen. counsel.*

National Assn. of Radio & Television Broadcasters
D. C., Washington 6, 1771 N. St., NW (see index for separate departmental listings page 27.)

National Assn. of Television & Radio Farm Directors
John McDonald, WSM Nashville, *pres.;* Jack Timmons, KWKH, Shreveport, La., *v.p.;* Herb Plambeck, WHO Des Moines, *historian;* Dix Harper, WLS Chicago, *sec.-treas.;* Wes Sayler, WIBW Topeka, *editor Chats.*

National Audience Board
New York 28, 152 East End Ave., Trafalgar 9-6070. Peter Goelet, *pres.;* Harriet Williams, *New York coordinator;* David J. Colton, *treas.* Acting as liaison between public and tv-radio industry, maintaining high standards on the air.

Offices: Beverly Hills, 239½ S. Beverly Dr., Crestview 1-8141. Bernard F. Kamins, *exec. v.p.;* Helen Britton, *pub. serv. dir.* San Francisco 12, 625 Chenery St., Juniper 5-7575. Harold B. Light, Bay area coordinator.

National Better Business Bureau, Inc.
New York 17, Chrysler Bldg., Murrayhill 6-3535. Kenneth B. Willson, *pres.;* Allan E. Backman, *exec. v.p.* Voluntary correction of questionable adv.; publishes "Do's and Don'ts in Advertising Copy."

National Community Television Ass'n
Washington, D.C., 710 14th St., N.W., Metropolitan 8-1415. M. F. Malarkey Jr., *pres.;* E. Stratford Smith, *exec. sec. & gen. counsel.*

National Council of the Churches of Christ in the USA, Broadcasting & Film Commission
New York 1, 220 Fifth Ave., Oregon 9-2968. S. Franklin Mack, *exec. dir.;* Wesley B. Goodman, *assoc. exec. dir.;* Arthur W. Rhinow, *bus. mgr.;* Albert Crews, *dir. tv;* Ben E. Wilbur, *dir. radio;* Arthur Austin, *dir. spec. events;* Charles H. Schmitz, *dir. broadcast training & enlistment;* Alexander B. Ferguson, *dir. films;* J. Margaret Carter, *dir. film distribution;* Bettina Brown, *adm. ass't.*

Office: Hollywood 28, Cal., 5746 Sunset Blvd., Hollywood 4-7464. George A. Heimrich, *dir.*

National Electrical Mfrs. Ass'n
New York 17, 155 E. 44th St., Murrayhill 2-1500. James W. Corey, Reliance Electric & Engineering Co., *pres.;* J. F. Miller, *mngng. dir.*

National Exhibitors Theatre Television Committee
New York 36, 1585 Broadway, Circle 5-4800. Simon H. Fabian, *chmn.;* Philip F. Harling, *sec.-treas.*

Office: Washington, D.C., 1625 I St., N.W., Suite 518, Sterling 3-5880. Cohn & Marks, *gen. counsel.*

National Retail Dry Goods Ass'n
New York 1, 100 W. 31st St., Chickering 4-8780. Philip Tabott, *pres.;* J. Gordon Dakins, *exec. v.p.-treas.;* Edward F. Engle, *sls. prom.-visual effects mgr.*

Office: Washington, D.C., 711 14th St., N.W., National 8-3680.

National Society of Television Producers
Beverly Hills, 444 N. Camden Dr. Bradshaw 2-8531. Officers: William Self, *pres.;* Max M. Gilford, *sec., gen. counsel.*

National Television Film Council
New York 19, 1639 Broadway, John J. Schneider, *pres.;* Melvin L. Gold, *hon. pres.;* William J. Reddick, *exec. v.p.;* Sydney A. Mayers, *exec. sec.;* Charles W. Carpenter, *treas.;* Beulah Jarvis, *gen. sec. V.p.'s:* Archie A. Mayers, *distribution;* Albert D. Hecht, *production;* David L. O'Shea, *stations;* Howard F. Olds, *agencies;* Ken Cowan, *membership;* Lou Feldman, *laboratories Directors:* Dr. Alfred N. Goldsmith, *chmn.;* Stan M. Cole, Harold A. Dumont, Robert E. Gips. Herbert L. Golden, Waldo Mayo, Kern Moyse, Sally Perle, Marshall G. Rothen, David Savage, Samuel Spring.

Presbyterian Radio & Television Dept.
New York 10, 156 Fifth Ave., Algonquin 5-5000. Dr. Clayton T. Griswold, *exec. dir.;* John Groller, *bcstg. sec. for the board of National Missions;* Rev. W. Burton Martin, *bcstg. & films sec. for the board of Foreign Missions.* Production of tv and radio programs live, recorded or on film.

Offices: Los Angeles 13, 315 S. Broadway. Dr. Clifton E. Moore, *bcstg. dir. for Presbytery of L. A.* Newark, N. J., 605 Broad St. Rev. Charles Brackbill Jr., *exec. dir. of bcstg. for Synod of N. J.*

Proprietary Ass'n
Washington 6, D.C., 810 18th St., N.W., National 8-1914. Sherwood E. Silliman, Vick Chemical Co., *president;* Dr. Howard A. Prentice, *exec. v.p.;* A. K. Barta, *sec.-treas.*

Radio Advertising Bureau
New York 22, 460 Park Ave., Murrayhill 8-4020. Kevin B. Sweeney, *pres.;* John F. Hardesty, *v.p.-gen. mgr.;* Sherril Taylor, *v.p.-dir. of promotion.*

Radio-Electronics-Television Mfrs. Ass'n
Washington 5, 777 14th St., N.W., National 8-3902. W. R. G. Baker, General Electric Co., *pres.;* James D. Secrest, *exec. v.p.-sec.;* Leslie F. Muter, The Muter Co., *treas.;* Glen McDaniel, *gen. counsel;* Robert S. Bell, Packard-Bell Co.; F. R. Lack, Western Electric Co.; H. J. Hoffman, Machlett Laboratories, Inc.; Herbert W. Clough, Belden Mfg. Co., and R. E. Carlson,Tung-Sol Electric, Inc., all *v.p.'s.;* Peter H. Cousins, *ass't to exec. v.p.;* William L. Reynolds, *ass't gen. counsel;* William F. E. Long, *statistical dept. mgr.;* Tyler Nourse, *international department mgr.;* Herbert F. Hodge Jr., *office of information mgr.;* Capt. Henry Bernstein, *military engineering coordinator,* and Charles Maechling, *mgr.-counsel, military relations dept.*

Radio-Electronics-Television Mfrs. Ass'n of Canada
Toronto 7, Ont., 200 St. Clair Ave., Walnut 1-2898. C. A. Pollack, *pres. & bd. chmn.;* J. D. Campbell, *v.p. & chmn. of receiver div.;* J. C. R. Punchard, *vp. & chmn. of electronics div.;* W. B. Clark, *chmn of receiver engineering comm.;* L. Harris, *v.p. & chmn. of parts & accessory div.;* F. W. Radcliffe, *gen. mgr.;* W. A. White, *chmn. of serv. comm.;* R. A. Hackbusch, *eng. dir.*

Radio-Newsreel-Tv Working Press Assn.
New York 17, 270 Park Ave., Plaza 1-2720. Larry Racies, *pres.;* Arnold Lerner, *1st v.p.;* David Klein, *2nd v.p.* Professional assn.; publish Mike & Screen Press Directory.

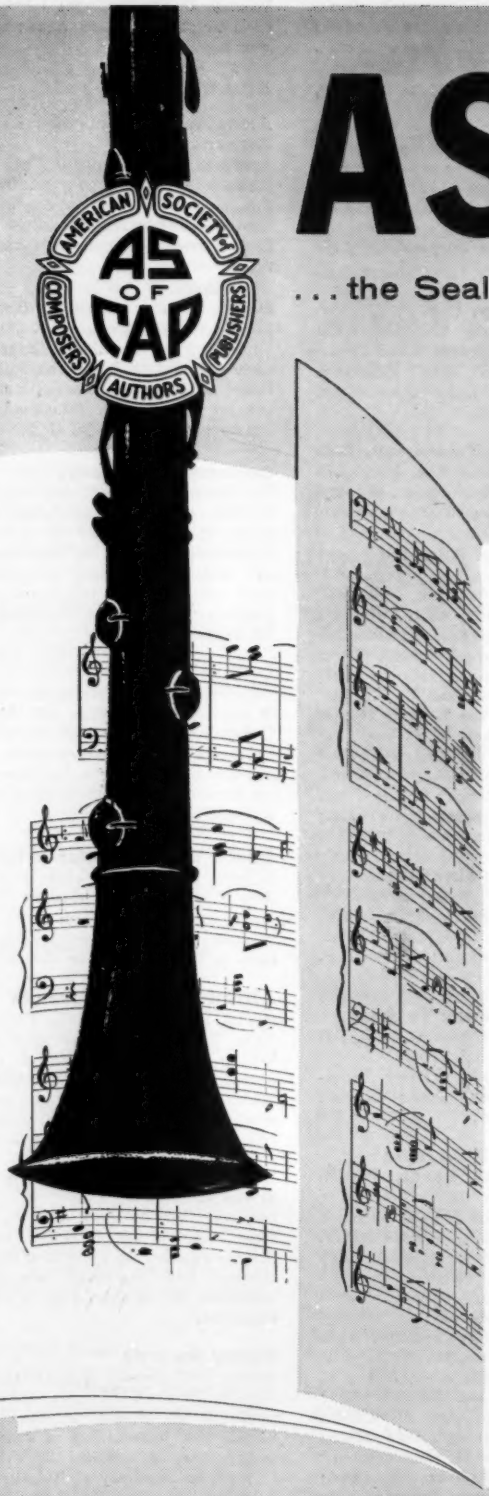
Radio Pioneers
New York 17, 589 Fifth Ave. Plaza 9-1500. Officers: Clair McCollugh, *pres. nominee;* John Patt, *1st v.p.;* Victor Diehm, William Fineshriber, Merle Jones, Lew H. Avery, *v.p.'s;* Charles A. Wall, *treas.;* M. H. Shapiro, *exec. sec.*

Radio & Television Commission of the Southern Baptist Convention
Fort Worth 16, 6248 Camp Bowie Blvd., Pershing 8-2188.

Radio-Television Correspondents' Ass'n
Washington, U.S. Capitol. Joseph K. McCaffrey, *pres.;* Robert Hurleigh, *v.p.;* Julian Goodman, *treas.* Supervision of House & Senate galleries.

ASCAP

. . . the Seal of Public Approval



The Seal of the American Society of Composers, Authors and Publishers on music is a *mark of distinction.* It may only be used by members of ASCAP. It is the hallmark of the skilled professional whose talents create the top tunes of television, radio and records, the song hits of Broadway and Hollywood and the finest in the fields of classical and religious music. It is the seal of public approval.

By means of a single ASCAP license the entire repertory of America's foremost creative talent is made available to the users of music.

The American Society of Composers, Authors and Publishers
575 Madison Avenue, New York 22, N.Y.

SERVICES

Radio & Television Executives Society
New York 17, 420 Lexington Ave., Lexington 2-3988. Officers: Robert Jay Burton, *pres.;* Merle Jones, 1*st v.p.;* Robert Leder, 2*nd v.p.;* Claude Barrere, *sec.;* Bernard Goodwin, *treas.* Board of Governors: Kenneth Bilby, Maggi Eaton, Norman Glenn, Norman Gluck, Don McClure, Frank Pellegrin, Roger Pryor, Robert Schmid, Sam Slate, Geraldine Zorbaugh. *exec. sec.*: Elizabeth Clarkson.

Radio-Television Galleries of Congress
Washington, D. C., The Capitol. National 8-3120. Senate: D. Harold McGrath, *supt.* House: Robert Menaugh, *supt.*

Radio & Television News Club of Southern Calif.
North Hollywood, Box 3005, Victory Center Annex, Stanley 7-4649. John Holbrook, *pres.* Professional and social organization; sponsor own Golden Mike awards.

Radio-Television News Directors Assn.
Harold Baker, WSM Nashville, *pres.;* Ted Koop, CBS Washington, *v.p. prog.;* Charles Day, WGAR, Cleveland, *v.p. radio;* Jack Knell, WBTV Charlotte, *v.p. tv;* Sheldon Peterson, KLZ Denver, *treas.*

Radio-Tv Women of Southern California
Los Angeles 46, 1450 Belfast Dr. Crestview 4-4720. Officers: Dorothy Winter, *pres.;* Claire Hughes, 1*st v.p.;* Jane Clark, 2*nd v.p.;* Ruth Avery, *corres. sec.;* Margee Phillips, *rec. sec.;* Mitzi Mee, *treas.*

Screen Composers' Ass'n
Beverly Hills, Calif., 9538 Brighton Way, Room 302, Crestview 6-3123. Dr. Miklos Rozsa, *pres.;* Robert Emmett Dolan, *v.p.;* David Buttolph, *sec.;* George Duning, *treas.* ***Office:*** New York 17, c/o Zissu & Marcus, 292 Madison Ave., Murrayhill 3-0966.

Sesac, Inc.
New York 19, The Coliseum Tower, 10 Columbus Circle, Judson 6-3450. Paul Heinecke, *pres.;* R. C. Heinecke, *treas.;* E. S. Prager, *ass't to pres.;* W. F. Myers, *station rel. dir.;* Robert S. Stone, *prog. servs. dir.*

Sigma Delta Chi
Chicago, 35 E. Wacker Dr., Central 6-6577. Victor E. Bluedorn, *exec. dir.*

Society of Independent Motion Picture Producers
Beverly Hills, 333 S. Beverly Dr., Crestview 1-7283. Ellis Arnall, *pres.;* Gunther R. Lessing, *bd. chmn.;* Marvin Faris, *exec. sec.;* George Bagnall, *treas.*

Station Representatives Ass'n
New York 17, 101 Park Ave., Murrayhill 5-4141. Adam J. Young Jr., *pres.;* H. Preston Peters, *v.p.;* Eugene Katz, *treas.;* Robert Meeker, *sec.* Promotion of sale of spot tv and radio time.

Tele-Sessions, Inc.
New York 22, 575 Madison Ave., Murrayhill 8-3220. Nathan L. Halpern, *pres.;* Fanshawe Lindsley, *gen. sls. mgr.;* Edward F. Addiss Jr., *operatns. dir.;* John T. Valdes, *sls exec.*

Television Bureau of Advertising, Inc.
New York 22, 444 Madison Ave., Murrayhill 8-0215. W. D. (Dub) Rogers Jr. (*pres.* of KDUB-TV Lubbock and KPAR-TV Sweetwater), *bd. chmn.;* Norman E. Cash, *pres.;* Roger Clipp (*v.p.* of Triangle stations), *sec.;* Lawrence H. Rogers (*v.p.* of WSAZ-TV Huntington), *treas.* (*For complete listing see page* 32)

Theatre Authority, Inc.
New York 17, 545 Fifth Ave., Murrayhill 2-4215. Beverly Roberts, *exec. sec.* ***Office:*** Hollywood 28, 6331 Hollywood Blvd., Hollywood 2-5761. I. B. Kornblum, *exec. sec.*

Theatre Network Television, Inc.
New York 22, 575 Madison Ave., Murrayhill 8-3220. Nathan L. Halpern, *pres.;* Edward F. Addiss Jr., *operatns. dir.*

Theatre Owners of America
New York 36, 1501 Broadway, Longacre 3-6238. Myron N. Blank, *pres.;* E. D. Martin, *bd. chmn.;* Alfred Starr, *chmn. of exec. comm.;* Samuel Pinanski, *hon. chmn.* Nathan Greer, George G. Kerasotes, Samuel Rosen, J. J. Rosenfield, Ernest G. Stellings, *ass'ts to pres.;* A. Julian Brylawski, Roy Cooper, Carl E. Anderson, Horace Denning, Lester Kropp, Pat McGee, Albert M. Pickus, John Rowley, *v.p.'s;* Robert R. Livingston, *sec.;* S. H. Fabian, *treas.;* Mitchell Wolfson, *chmn. of fin. comm.;* Herman M. Levy, *gen. counsel;* Joseph G. Alterman, *ass't sec.;* Claude C. Mundo, *admin. ass't.*

Uhf Industry Coordinating Committee
Washington 6, 1820 Jefferson Pl., N.W., Executive 3-4477. John G. Johnson, *chmn.;* John W. English, *v. chmn.;* Benedict P. Cottone, *counsel.*

Ultra-High-Frequency Tv Assn.
Washington 5, D.C., 1012-14th St. N.W., 600 Continental Bldg. National 8-0032. Officers: Lou Poller, *pres.;* Harry Tenenbaum, KTVI St. Louis, *treas.;* William A. Roberts, *gen. counsel.*

United Lutheran Church in America, Dept. of Press, Radio & Television
New York 16, 231 Madison Ave., Lexington 2-3410. Charles C. Hushaw, *dir.;* Richard T. Sutcliffe, *assoc. dir.* Liaison between church and press, radio and tv industries.

United Nations Radio
New York 17, Dept. of Public Information, United Nations, Plaza 4-1234. Ahmed Bokhari, *under sec. for pub. info.;* Alfred G. Katzin, *deputy under sec. for pub. info.;* Peter Aylen, *radio div. dir.;* W. Gibson Parker, *radio div. deputy dir.;* Gohl Obhrai, *pgm. dir.;* Hans van Stuwe, *chief of prod.;* Michael Hayward, *chief central servs.;* Gerald Kean, *chief spec. features (tv);* J. Donald Pringle, *English lang. serv. chief.*

West Coast Electronics Mfrs. Ass'n
Beverly Hills, 339 S. Robertson Blvd., Bradshaw 2-7095. Thomas T. Walker, *pres.;* Winfield G. Wagner, *v.p.;* John A. Schartz, *exec. sec.;* D. C. Duncan, *treas.;* Don Larson, *gen. mgr.*

AWARDS

America's Democratic Legacy Awards
Anti-Defamation League of B'nai B'rith, 515 Madison Ave., New York 22. Benjamin R. Epstein, *exec. dir.* For outstanding contributions to a better America, silver medallions given annually to individuals and organizations.

Better Understanding Awards
English-Speaking Union, 19 E. 54th St., New York 22. Roger Hawthorne. Engraved silver onyx pen sets, trophies and citations presented to tv-radio commentators and journalists for "outstanding contributions to the betterment of British-American relations."

Christopher Awards
The Christophers, 18 E. 48th St., New York 17. Father James Keller. Bronze medallions presented semi-annually in tv (and other entertainment fields) to producer, director and writer of winning programs "whose work reflects positive values and shows how a person can use all his God-given talent for the benefit of all."

DAR Awards
Daughters of the American Revolution, 1776 D St., N.W., Washington, D.C. Mrs. George C. Estill, *national chairman, tv-radio.* Plaque for outstanding national program presented annually to tv and radio for show emphasizing historical appreciation, educational training and patriotic service.

Harry Diamond Memorial Award
Institute of Radio Engineers, 1 E. 79th St., New York 21. E. W. Gannett. Scroll presented annually in March to "a person in government service for outstanding contributions in field of radio or electronics."

Alfred I. duPont Awards
Alfred I. duPont Awards Foundation in Radio & Television, Washington & Lee U., Lexington, Va. O. W. Reigel, *curator.* A plaque and $1,000 in cash presented each March to one large tv or radio station, one small station and one commentator for "meritorious service to the American people."

Education Writers Ass'n Awards
Education Writers Ass'n, 525 W. 120th St., New York 27. Joseph Deitch, *sec.* Bronze plaques awarded for reportorial and editorial material from tv, radio, newspapers and magazines for interpretation in the field of education.

Emmy Awards
Emmy, 6525 Sunset Blvd., Hollywood 28. Isabelle Pantone. Statuettes presented annually to tv stations, networks and individuals for outstanding achievements in programming as selected by the membership of the Academy of Television Arts & Sciences.

Farm Safety Awards
National Safety Council, 425 N. Michigan Ave., Chicago 11. Paul Jones. Certificates given to tv and radio stations at Chicago convention of National Ass'n of Television

& Radio Farm Directors for outstanding farm safety education.

Freedom Awards
Freedoms Foundation, Inc., Valley Forge, Pa. Ken Wells, *exec. v.p.* Cash and medals presented each Feb. 22 at Valley Forge for outstanding tv and radio programs of previous years for contributions to the American way of life.

General Federation of Women's Clubs Awards
GFWC communications chmn., Mrs. Dexter O. Arnold, 6 Dearborn Rd., Concord, N. H. Certificates presented annually for outstanding tv and radio programs in the following categories: news, education, children's promotion of individual responsibility, meeting the problems of juvenile delinquency and stressing spiritual values.

Golden Mike Awards
American Legion Auxiliary, Indianapolis 7. Layton K. Hurst, *tv-radio dir.* Golden microphones awarded annually for best patriotic program, best all-around family program and most wholesome children's program on tv and radio.

Golden Reel Awards
American Film Assembly, Film Council of America, 600 Davis St., Evanston, Ill. Gus Giordano, *dir.* 22 gold plaques (with silver plaques for runners-up and awards for sound slidefilms) presented each April at the Assembly for 16mm documentary educational and commercial films.

Headliner Awards
Headliners, 2307 Boardwalk, Atlantic City, N. J. Mall Dodson, *exec. sec.* Silver medallions presented each June for outstanding work by news staffs of tv radio stations and networks, as well as newspapers, magazines and newsreels.

Sidney Hillman Foundation Awards
Sidney Hillman Foundation, 15 Union Sq., New York 3. Howard D. Samuel, *exec. dir.* $500 and a scroll presented annually for outstanding work in tv, radio, journalism, magazine and book fields.

Human Relations Awards
Media Awards Committee, National Conference of Christians & Jews, 381 Fourth Ave., New York 16. Citations presented annually during Brotherhood Week in February for tv and radio programs, advertising campaigns, cartoons, editorials, photographs, motion pictures, magazine articles and books for fighting bigotry and promoting good will among America's racial and religious groups.

IRE Founders Award
Institute of Radio Engineers, 1 E. 79th St., New York 21. E. W. Gannett. Bronze medal "bestowed on special occasions to outstanding leaders in the communication and electronics field."

IRE Medal of Honor
Institute of Radio Engineers, 1 E. 79th St., New York 21. E. W. Gannett. Medal presented each year at March convention "in recognition of outstanding scientific and engineering achievements in communications and electronics."

Look Awards
Look, 488 Madison Ave., New York 22. Esther Burke, *prom. dept.* Plaques and citations presented annually with winners selected by poll of tv editors for "best" tv programs in various categories and for best comedian or comedy team, producer, director, master of ceremonies.

Morris Liebmann Memorial Prize
Institute of Radio Engineers, 1 E. 79th St., New York 21. E. W. Gannett. Cash award made annually at March IRE convention "for a recent important contribution to the radio art."

McCall's Awards to Women in Radio & Tv
McCall's Magazine, 230 Park Ave., New York 17. Frank Hogan, *public relations mgr.* Seven golden microphones are presented annually for outstanding public service to the community to three women broadcasters, three women tv or radio executives and one overall award. Presentations made at convention of American Women in Radio & Television.

National Audience Board Commercials Awards
Mrs. Florence Thalheimer, *Southern California Chapter chmn.*, 239½ S. Beverly Dr., Beverly Hills, Calif. Shields presented for outstanding broadcast commercials selected by a professional industry committee.

National Ass'n for Better Radio & Television Awards
NAFBRAT, 882 Victoria Ave., Los Angeles 5, Mrs. Clara Logan, *pres.* Certificates presented for outstanding tv and radio network programs in a dozen categories.

National Mass Media Awards
National Mass Media Awards Program, Thomas Alva Edison Foundation, 8 W. 40th St., New York 18. Scrolls presented yearly in December for television, radio and film programs and stations for "encouragement of more wholesome influences for youth in mass media and interesting young boys and girls in science."

New York Art Directors Club Awards
Art Directors Club, 115 E. 40th St., New York 16. Winifred Karn. Medals and citations presented annually to art directors for most artistic tv commercials.

Ohio State Institute for Education by Radio-Television
IERT, Ohio State U., Columbus, Ohio. Dr. I. Keith Tyler, *dir.* Certificates presented each April at the American Exhibition of Educational & Television Programs for educational radio & tv shows.

Overseas Press Club of America Awards
Overseas Press Club of America, 35 E. 39th St., New York 17. Louis Lochner, *pres.* Plaques given annually for: best consistent radio reporting from abroad on foreign affairs; best consistent tv presentation of foreign affairs.

George Foster Peabody Awards
Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga. John E. Drewry, *dean.*

Presented each spring to individuals and organizations "to recognize the most distinguished and meritorious public service rendered each year by radio and television."

Photo Reporting Awards
National Press Photographers Assn., Encyclopedia Britannica, Inc., 425 N. Michigan Ave., Chicago. James Colvin, *contact.* Plaques and sets of encyclopedias given annually at NPPA convention for "outstanding achievements in the field of photo reporting." The awards, given jointly by NPPA and EB, are in two categories: newsreel-tv and still photography.

George Polk Memorial Awards
Journalism Dept., Long Island U., 385 Flatbush Ave. Extension, Brooklyn 1, N. Y. Theodor E. Kruglak, *chmn.* Gold plaques given annually for outstanding reporting in television, radio and newspapers.

Public Interest Awards
National Safety Council, 425 N. Michigan Ave., Chicago 11. Paul Jones, *contact.* Certificates given annually to tv and radio stations and networks, as well as advertisers and other media, for safety education.

Radio-Television News Directors Ass'n
Medill School of Journalism, Northwestern U., Evanston, Ill. Baskett Mosse, *contact.* Gold trophies, presented annually at RTNDA convention, for outstanding news operation by a tv and radio station and for outstanding special event coverage.

Saturday Review Awards
The Saturday Review, 25 W. 45th St., New York 36. William D. Patterdon, *assoc. publisher.* Citations, given annually to advertisers in broadcast and print media, for distinguished examples of institutional advertising in the public interest.

Robert E. Sherwood Television Awards
Television Awards, Fund for the Republic, 60 E. 42nd St., New York 17. Cash awards of $20,000 for the best network documentary, $20,000 for the best network drama and $15,000 for the best production of either type by an independent station, to be shared by the producer, director and writer of each winning program. Awards presented for tv programs which handle themes of liberty and freedom with "the greatest distinction, taste and effectiveness."

Sigma Delta Chi Awards
Sigma Delta Chi Awards in Journalism, 35 E. Wacker Dr., Chicago 1. Scrolls presented annually to individuals for outstanding broadcast newswriting and reporting and to stations or networks for outstanding public service in broadcast journalism. Awards also given in newspaper and magazine categories.

Alfred P. Sloan Awards
National Safety Council, 425 N. Michigan Ave., Chicago 11. Paul Jones, *contact.* Plaques given annually by the Sloan Foundation to radio and tv stations, networks and sponsors for the promotion of traffic safety.

SERVICES

Sylvania Television Awards
Sylvania Television Awards, 655 Madison Ave., New York 21. Trophies presented annually to stations, networks, sponsors and their agencies by Sylvania Electric Products for "distinguished contributions to creative television techniques."

Browder J. Thompson Memorial Prize Award
Institute of Radio Engineers, 1 E. 79th St., New York 21. E. W. Gannett, *contact*. Cash award made annually at March convention to author under 30 for paper published by IRE constituting the "best combination of technical contribution and presentation of subject."

Vladimir K. Zworykin Television Prize Award
Institute of Radio Engineers, 1 E. 79th St., New York 21. E. W. Gannett, *contact*. Citation and cash award presented annually at March IRE convention to a member for "important technical contributions to electronic television."

BROKERS

Blackburn-Hamilton Co.
Washington 5, Washington Bldg., Sterling 3-4341. James W. Blackburn, *part.*; Jack V. Harvey. Tv-radio-newspaper brokers; appraisals, negotiations, financing.

Offices: Chicago 11, Tribune Tower, Delaware 7-2755. Ray V. Hamilton, *part.* San Francisco 4, 111 Sutter St., Exbrook 2-5671. William T. Stubblefield, W. R. Twining.

Haskell Bloomberg
Lowell, Mass., 208 Fairmount St., Glenview 5-5823. Haskell Bloomberg, *gen. mgr.*; Muriel Joan Bloomberg, *ass't gen. mgr.* Tv brokers.

Paul H. Chapman Co.
Atlanta 3, 84 Peachtree St., Jackson 5-3207. Paul H. Chapman, *p.*; J. T. (Tommy) Snowden, *assoc.* Tv-radio-newspaper brokers.

Offices: Clearwater, Fla., 1604 Sunset Dr., 31-6474. J. McCarthy (Mac) Miller, *assoc.* Nashville, 3702 Belmont Blvd., Cyprus 7-8361 G. Paul Crowder, *assoc.*

R. C. Crisler & Co.
Cincinnati 2, Fifth-Third Bank Bldg., Dunbar 1-7775. Richard Crisler, *pres.*; Paul E. Wagner, *v.p.*

Offices: New York, 41 E. 42nd St., Murray Hill 7-8437.

Ralph J. Erwin
Tulsa, 1443 S. Trenton, Cherry 2-3944. Ralph J. Erwin, *o.* Licensed broker of tv-radio stations.

Allen Kander & Co.
Washington 6, 1701 K St., N.W., National 8-3233. Allen Kander, Edwin Tornberg, George J. Cooper, Walter Grimes, Richard Shaheen. Tv-radio-newspaper brokers.

Offices: New York 17, 60 E. 42nd St., Murrayhill 7-4242. Chicago 3, 35 E. Wacker Dr., Randolph 6-3688.

Philip L. Kelser & Assoc.
New York 17, 277 Park Ave., Plaza 5-7600. Philip L. Kelser, *o.* Purchase, sale and financing of tv-radio properties.

Kidder, Peabody & Co.
Chicago 3, 33 South Clark St., Anover 3-7350. Robert E. Grant, *dept. mgr.* Purchase, sale and financing of tv and radio stations.

May Brothers
Binghamton, N. Y., 172 Washington St., 2-5067, Charles May, *mgr.*

The Norman Co.
Davenport, 510 Security Bldg., 3-5642. Hugh R. Norman, *pres.*; George B. Norman, *v.p.* Tv-radio station broker; appraisals.

Radio & Television Station Sales
St. Louis 12, 5402 Cabanne, Apt. 312, Forest 7-5640. Patricia Ames, *spec. agt.*

Radio's Reliable Resources
Philadelphia 7, 1237 Vine St., Locust 4-4429. Franklin O. Pease, *gen. mgr.*; Harry I. Greene, *asst. gen. mgr.*; Charles Stahl, *dir. of consultants*; David Rosen, *motion picture consultant*; Stanley W. Root, *gen. coun.* Brokers, consultants, theatre checking, audience measurements, mailing service.

W. Roscoe Slack Associates
New York 17, 420 Lexington Ave., Murray Hill 3-9297. W. Roscoe Slack, *mgr.*

Splendex Enterprises
New York 22, 38 E. 57th St., Plaza 8-3360. Charles Wick, *gen. p.* Financing and purchase of projects in the entertainment industry.

Howard E. Stark
New York 22, 50 E. 58th St., Eldorado 5-0405. Howard E. Stark, *mgr. Assoc.*: Vincent J. Manno, newspapers.

Jack L. Stoll & Assoc.
Los Angeles 29, 4958 Melrose Ave., Hollywood 4-7279. Jack L. Stoll, *mgr. Assoc.*: John I. Hanly, 1737 DeSales St., Washington, Executive 3-2185.

Theatre Exchange Co.
Portland 22, Ore., 5724 S.E. Monroe St., Olive 4-7100. Allen Burt, *mgr.*

The Albert Zugsmith Corp.
Hollywood 28, Cal., 6630 Hollywood Blvd., Hollywood 5-6171. Arthur B. Hogan, *pres.-treas.*; Albert Zugsmith, *chmn. of bd.*; Ruth Zugsmith, *sec.*

CLOSED-CIRCUIT TV

Box Office Tv, Inc.
New York 19, 6 W. 57th St., Plaza 7-0532. Milton N. Mound, *bd. chmn.*; Sid Caesar, *pres.*; Wallace A. Ross, *v.p. & sls. mgr.* Produces closed-circuit and entertainment telecasts.

Commercial Telecast Networks, Inc.
New York 4, 11 Broadway, Bowling Green 9-5094. Lloyd W. Durant, *pres.*; William F. Hogan, *v.p.*; H. Don Reynolds, *sec.-treas.* Closed-circuit programming, production and transmission.

Sheraton Closed Circuit Television Inc.
(Subsidiary of Sheraton Corp. of America) New York 19, Park Sheraton Hotel, Columbus 5-3830. Walter Wanger, *pres.*; William P. Rosensohn, *exec. v.p.*; Robert M. Rosencrans, *v.p.* Production of multi-city closed-circuit telecasts for industrial concerns, providing large screen projection service in color and b&w in over 200 cities. Also closed-circuit service for specialized groups in education and training and for presentation of sports events.

Eugene Singer Electronics Co. Closed-Circuit Div.
Los Angeles 32, 5397 Poplar Blvd., Capitol 5-5907. Eugene Singer, *pres.*; E. E. Reed, *v.p. & chf. eng.*; D. Jubelier, *v.p. & bus. mgr.*; R. Mosler, *treas.* Planning and engineering of city-to-city closed-circuit meetings.

Offices: Highland Park, Ill., 1747 Greenbay Rd., 2-5250. Kurt Muller, *v.p.*

Theatre Network Television, Inc.
New York 22, 515 Madison Ave., Plaza 3-3464. Nathan L. Halpern, *pres.*; Fanshawe Lindsley, *gen. sls. mgr.*; Edward F. Addis Jr., *optns. dir.*; John T. Valdes, *sls. exec.*

COMMON CARRIERS

American Telephone & Telegraph Co. Long Lines Dept.
New York 13, 32 Avenue of the Americas, Exchange 3-9700. H. T. Killingsworth, *v.p.*; Ralph L. Helmreich, *operatns. dir.*; C. C. Duncan, *ass't dir. of operatns. eng.*; R. W. Miller, *ass't v.p. merch.*; C. W. Floyd, *area comm. mgr.*, White Plains, N. Y.; R E. Gradle, *div. comm. mgr.*, New York; E. McCaffrey, *area comm. mgr.*, Cincinnati; E. C. Laird Jr., *area comm. mgr.*, Kansas City; J. E. Waidlich, *dir. of pub.*; F. W. Shelton Jr., *infor. mgr*; E. D. North, *gen. att.*

Bell Telephone Labs
New York 14, 463 West St., Chelsea 3-1000.

Globe Wireless Ltd.
San Francisco, 141 Battery St., Exbrook 2-6181. R. Stanley Dollar, *pres.*; R. H. Anderson, J. D. Hopkins, William H. Phillips, R. Stanley Dollar Jr., *v.p.'s.*

International Tel. & Tel. Corp.
New York 4, 67 Broad St., Bowling Green 9-3800. Edmond H. Leavey, *pres. & dir.*

Mackay Radio & Telegraph Co.
New York 4, 67 Broad St., Bowling Green 9-3800. Adm. William F. Halsey, *bd. chmn.*; Ellery W. Stone, *pres.*; F. L. Henderson, *exec. v.p.*; J. A. Kennedy, *v.p. & gen. counsel*; B. B. Tower, *v.p. & controller*; Robert D. Merrill, *v.p. commercial dept.*; J. F. Gibbons, *gen. att.*

Press Wireless, Inc.
New York 16, 660 First Ave., Murray Hill 3-6103. William J. McCambridge, *pres. & treas.*; T. J. Reilly, *ass't treas. & sec.*

RCA Communications, Inc.
New York 4, 66 Broad St., Hanover 2-1811. Thompson H. Mitchell, *pres.*; Sidney Soarks, *v.p. comm. activities*; Program & Photo Transmission Service: Madison P. Rehm, N. Y.; H. E. Austin, San Francisco.

Western Union Telegraph Co.
New York 13, 60 Hudson St., Worth 2-7300. Walter P. Marshall, *pres.*; T. F. McMains,

v.p. & ass't to pres.; T. B. Gittings, *v.p. pub. rel.;* Kenneth W. Heberton, *v.p. govt. communications;* J. H. Waters, *gen. att.*

CONSULTANTS & SERVICES

American Radio Publications, Inc.
Peoria 2, 119A N. Washington St., 4-3262. Rex G. Howard, *pres.;* Olive M. Howard, *sec.* Civil Defense Manual.

Booz, Allen & Hamilton
Chicago 3, 135 S. LaSalle St., Financial 6-1900. James L. Allen, James C. Olson, Edward J. Burnell, John L. Burns, Sherrill A. Parsons, Stuart M. Campbell, Stanley M. Humphrey, Harry W. Knight, Stewart M. Lowry, William C. Eldridge, Arnold F. Emch, Joseph M. Kubert, Charles P. Bowen Jr., Robert Wise, John W. Pocock, Robert M. Browning, George F. Hamson, Edwin L. Morris, Alfred J. Gagnon, Lloyd E. Wilkinson, Lawrence L. Ellis, Ralph E. Smiley, F. Newton Parks, James A. Newman, Robert I. Hale, John P. Gallagher, William S. Powell, Ralph W. Jones, Watson Snyder, Thornton W. Snead, Lester E. Burmeister, Richard S. MacKenzie, William F. Ackerman, John E. Boetcher, William M. Kidney, James W. Taylor, C. Wilson Randle, Dwight M. Dernier, Hathaway Watson Jr., *p's.* Management consultants.

Rudy Bretz
New York, Croton-on-Hudson, 1-3478. Tv consultant in programs, production and personnel.

Broadcast Service Bureau
Washington 3, 433 N. Jersey Ave., S.E., Lincoln 4-4383. Supplies rules and standards to tv and radio stations.

Carl H. Butman
Washington 4, National Press Bldg., National 8-7846. Consultants on FCC matters.

William Kenneth Cumming
Columbia, Mo., Box 621, Gibson 2-2211. William Kenneth Cumming, *o.* Educational tv consultant in programming, production and teaching by tv.

Richard P. Doherty Television-Radio Management Corp.
Washington 6, 1825 Jefferson Pl., District 7-1957. Richard P. Doherty, *pres.* Consultant on station economic and allied problems.

The Faught Co.
New York 17, 342 Madison Ave., Murrayhill 7-1171. Millard C. Faught, *pres.*

Hugh Feltis & Assoc.
Seattle 1, Tower Bldg., Elliott 1868. Tv-radio management consultant.

Howard S. Frazier
Washington 5, Trans-Lux Bldg., National 8-2173. Howard S. Frazire, *o.;* Horace W. Gross, *assoc.* Television & radio management consultants.

Earl H. Gammons
Washington 6, 1735 DeSales St., N.W. Metropolitan 8-6550. Sheila A. Kelly, *adm. ass't.* Tv-radio consultant.

Michael R. Hanna
Ithaca, N. Y., Savings Bank Bldg., 4-6301. Tv-am-fm management consultant.

Hile-Damroth, Inc.
New York 17, 270 Park Ave., Plaza 5-2078. James L. Hile, *v.p.*

Hufty, Eubank & Russell
Washington 6, Marsh Bldg., Sterling 3-2725. William G. Russell, *pres.* Tv-radio insurance consultants and brokers.

King Advertising Assoc.
New York 17, 551 Fifth Ave., Murrayhill 2-8276. A. Lewis King, *pres.* Tv-radio consultant.

Howard J. McCollister
Atherton, Calif., 66 Acacia Dr., Davenport 3-3061.

McKinsey & Co.
New York 17, 60 E. 42nd St., Murrayhill 7-3123. Horace G. Crockett, Howard C. Adams, Philip S. Babb, Marvin Bower, Gilbert H. Clee, Carl T. Hoffman, Ewing W. Reilley, E. Everett Smith, J. Alex Smith, Arthur T. Caruso, Henry O. Golightly, Robert S. Hall, W. Gould Jones, Richard F. Neuschel, Arch Patton, Paul Roberts, *p.'s.*
Offices: Washington 6, 1625 I St., N.W., Metropolitan 8-6688. John J. Corson. Chicago 1, Prudential Plaza, Mohawk 4-6080. Harrison A. Roddick, Forrest D. Wallace, Warren M. Cannon. San Francisco 4, 235 Montgomery St., Garfield 1-3638. John G. Neukom, William H. Dennick, Douglas Watson. Los Angeles 17, 612 S. Flower St., Madison 6-3201. Harry Rex Land.

McKittrick Directory of Advertisers, Inc.
New York 38, 108 Fulton St., Barclay 7-4828 Publishes directories of agencies and advertisers.
Offices: Chicago 1, 185 N. Wabash St., State 2-8911. Detroit 2, 99 W. Bethune, Trinity 2-6682. Represented in Detroit by Advertising Sales Assoc.

Andrew N. McLellan
Toronto 6, Ont., 65 Hillside Dr., Hargrave 2040. Andrew N. McLellan, *o.* General Television broadcast and motion picture industry consultant.

National Register Publishing Co.
New York 36, 147 W. 42nd St., Longacre 4-1710. R. W. Ferrel, *pres.;* C. H. Brown, *gen. mgr.* Publishes *Standard Advertising Register* of advertisers and agencies.
Offices: Chicago, 333 N. Michigan Ave., Randolph 6-5744. A. J. Crane, *mgr.*

Ted Nelson Assoc.
New York 19, 730 Fifth Ave., Circle 6-8470. Ted Nelson, *dir.* Tv-radio consultants; public relations.

M. S. Novik
New York 11, 300 W. 23rd St., Algonquin 5-4385. Public service tv-radio consultant.

Fred A. Palmer Co.
Worthington, Ohio, 6800 N. High, Franklin 2-7346. Fred A. Palmer, *pres.* Tv-radio sales consultant.

Pike & Fischer, Inc.
Washington 6, 1735 DeSales St., N.W. Sterling 3-3660. Henry G. Fischer, *pres.;* John W. Willis, *v.p.;* Irving R. M. Panzer, *sec.-treas. Pike & Fischer Radio Regulation,* loose leaf service reporting FCC rules & regulations and related matter.

Robert K. Richards
Washington 6, 1735 DeSales St., N.W., Sterling 3-4630. Robert K. Richards, *pres.;* Oscar Elder, *assoc.;* Mae Turner, *admin. ass't.*

Merritt R. C. Schoenfield & Co.
Chicago 11, 333 N. Michigan Ave., Whitehall 4-0818. Merritt R. C. Schoenfield, *pres.-treas.;* Lewis G. Green, *v.p.;* Mary Milsap, *sec.*

William J. Scripps Assoc., Inc.
Detroit 26, 1005 Kales Bldg., William J. Scripps, *pres.;* Dr. Walter J. Duschinsky, *v.p., planning;* Robert E. Van Cleave, *v.p.* Telecommunications consultant.

Grace Sundell & Assoc.
Chicago 11, 605 N. Michigan Ave., Whitehall 4-3844. Personal management and tax accounting.

Telerad, Inc.
Pueblo, Colo., Big Hill. Ray J. Williams, *pres.;* Bernard Koteen, *Washington counsel.* Manages, finances, plans, builds and furnishes personnel for all types of stations.

Tradeways, Inc.
New York, 331 Madison Ave., Oxford 7-0826. William H. Lough, *pres.-treas.* Marketing counselors specializing in sales training.

George R. Turpin & Assoc.
Fort Worth 1, P.O. Box 802, Wayside 0411. George R. Turpin, *pres.* Regional sales campaigns and giveaway shows.

Charles Wick Co.
New York 22, 38 E. 57th St., Plaza 8-3360. Charles Wick, *gen. mgr.* Personal and business management, financiers, motion picture and tv production.

Lowell R. Wright
Washington 4, Munsey Bldg., District 7-1740. Consultant on tower and aeronautical problems.

Clifford Yewdall
New York 1, 154 W. 14th St., Chelsea 2-4843. Accountant.
Office: Chicago, 11 S. LaSalle St., Randolph 6-7575.

CONTESTS & PREMIUMS

Reuben H. Donnelly Corp.
Chicago 16, 350 E. 22nd St., Wabash 2-2860. David L. Harrington, *bd. chmn.* Contest judging, premium mailing and packaging.

Ray & Berger
Hollywood 28, 5933 Sunset Blvd., Hollywood 2-4202. Howard Ray and Jack Berger.

Richard S. Robbins
New York, 163 Bleecker St., Spring 7-2568. Tv-radio merchandising prizes, contests, special promotions.

Spotlight Promotions
New York 36, 1150 Ave. of Americas, Oxford 7-3322. Sidney DuBroff, *gen. mgr.* Prizes for shows; contests; product promotion.

SERVICES

V.I.P. Service, Inc.
New York 19, 720 Fifth Ave., Plaza 7-0130. Bill Murphy, *pres.* Prizes and premiums for tv quiz shows.

FREQUENCY MEASUREMENT

William L. Burnett Radio Lab
San Diego 16, 4814 Idaho St., Atwater 2-2740. William L. Burnett, *o.*

Cambridge Crystals Div., Cambridge Thermionic Corp.
Cambridge 38, 445 Concord Ave., Trowbridge 6-2800. Clarence Cheney.

Commercial Radio Monitoring Co.
Kansas City 13, Box 7037, Jackson 3-5302. Robert F. Wolfskill, *mgr.;* Walter H. Campbell, William L. Blakely, Walter V. Nitcher, *assoc.*

Du Treil Measurement Service
New Orleans 23, 10400 Jefferson Hwy., Kenner 4-6751. Frequency measuring services.

Eidson Electronic Co.
Temple, Tex., 1902 N. Third St., Prospect 3-3901. Merrill Eidson, *o.-mgr.* Quartz crystals, new, reground or replacement, frequency measuring service.

Claude M. Gray
Birmingham, Box 602, Tremont 1-3570.

Hutton Monitoring Service
Catonsville 28, Md., Rockwell & Westchester Aves., Ridgeway 7-9078. Joel W. Hutton, *o.* Frequency measuring service tv-am-fm.

International Monitoring Service
Belmont, Cal., 1103 N. Rd. A. C. Stewart (*spec. rep.*) 277 Fulton St., San Francisco.

Northwest Monitoring Service
Roseburg, Ore., 2753 N. E. Douglas, Orchard 3-4198. J. H. Platz, *gen. mgr.* Precision frequency measurements on visual and aural carriers, measurement of color sub-carrier generators. Service is mobile, covering Oregon and Washington.

Phelps Precision Laboratory
Minneapolis 16, 4232 Scott Terrace, Walnut 2-1200. Boyd Phelps, *o. & dir.* Tv-am-fm frequency measurements; consulting.

Precision Frequency Service
Santa Ana, Calif., 1426 S. Flower St., Kimberly 5-3636. John R. Schick, *o.* Radio frequency measurements of radiated carriers.

RCA Communications Inc.
New York 4, 66 Broad St., Hanover 2-1811. Thompson H. Mitchell, *pres.;* Sidney Sparks, *v.p. for comm. activities;* Frank Flood, *mgr. spec. services.*
Offices: Riverhead, L. I., N. Y. 2290, E. J. Murphy, *mgr.* San Francisco, 35 Market St., Garfield 1-4200. H. E. Austin, *v.p. & mgr.*

Southwest Frequency Measurements
Austin, Route 7, Box 65, Greenwood 7-8003. C. M. Bartholomew, *mgr.*

Strain Engineering Service
Atlanta 18, 1298 Niles Ave., N.W., Sycamore 4-5164. C. E. Strain, *o.* Consulting engineer; precision frequency measurement lab.

T & T Radio Measurements Co.
Long Beach 6, Cal., 2557 Atlantic Ave., Garfield 4-2015.

Van Nostrand Radio Engineering Service
Atlanta 17, 339 Leland Terrace, N.E., Drake 3-4774. W. L. Van Nostrand, *o.* Frequency measurements.

Martin R. Williams
Indianapolis 19, 7401 E. 14th St., Fleetwood 6-0388. Martin R. Williams, *o.* Consulting engineer, frequency measuring service.

Nathan Williams Frequency Measurements
Oshkosh, Wis., 20 Algoma Blvd., Blackhawk 885.

MARKET RESEARCH & RATINGS

Advertest Research
New Brunswick, N. J., 90 Bayard St., Charter 7-1564. Seymour Smith, Richard Bruskin, *dir.'s.* Nationwide research firm with three sections: tv, radio and market.

Advertising Research Bureau, Inc.
Seattle 4, Wash., Central Bldg., Elliot 4489. Joseph B. Ward, *pres.* Media effectiveness research.

Advertising Research Foundation
New York 22, 3 E. 54th St., Plaza 1-5656. J. Ward Maurer, *chmn. of bd.;* Dr. W. H. Wulfeck, *v. chmn. of bd.;* William A. Hart, *pres.;* A. W. Lehman, *mngng. dir.;* E. P. Seymour, *treas.;* Edward F. Herrick, *sec.;* D. B. Lucas, *tech. dir.;* Ben R. Donaldson; Frederick R. Gamble; B. B. Geyer; Marion Harper Jr.; William A. Hart; Arno H. Johnson; Robert E. Kintner; Walter C. Kurz; Frank W. Mansfield; Fergus Mead; Paul Montgomery; Vernon C. Myers; Charles A. Pooler; Henry Schachte; D. P. Smelser; John C. Sterling; Stuart D. Watson; Paul B. West; Bay E. Estes Jr.; Arthur Hull Hayes.

American Research Bureau
Washington 4, National Press Bldg., National 8-0822. James W. Seiler, *pres. & dir.;* John Landreth, *gen. mgr.;* Ernest Clay, *rsrch. dir.;* Roger Cooper, *tv station rel.;* Anne Schuetz, *survey dir.* National tv audience rating reports; area coverage studies, and general market research.
Office: New York 551 Fifth Ave., Murrayhill 7-3787. Jack L. Gross, *mgr.;* Lorin S. Myers, *dir. of adv. serv.*

A. S. Bennett-Cy Chaikin, Inc.
New York 22, 65 East 55th St., Plaza 1-0190. Cy Chaikin, *pres.;* A. S. Bennett, *v.p.;* Max Bonfeld, *research dir.* Marketing advertising; audience and media research.

Henry H. Buba, CPA
New York, 104 East 40th St., Oxford 7-5980. Cost, market and financing surveys for radio and tv stations.

Bureau of Broadcast Measurements
Toronto 12, Ont., 96 Eglington Ave. East, Mafair 9464. Charles R. Vint, *pres.;* Horace N. Stovin, *v.p.* A cooperative organization for the standardization of facts about tv-radio in Canada.

Business Publications Audit of Circulation, Inc.
New York, 420 Lexington Ave., Lexington 2-6380. Adin L. Davis, *pres. & mngng. dir.;* Arthur A. Kron, *chmn. of bd.;* Joseph F. Hobbins, *v. chmn. of bd.;* George T. Hook, *sec.;* Louis J. Perrottet, *treas.* Auditing circulation of business publications.

Canadian Facts Ltd.
Toronto, 146 Wellington St. West, Empire 4-6373. John F. Graydon, *pres.;* Lewis Gray, *v.p.;* Mrs. M. Sims, *dir. of personnel;* George Severs, *chf. statistician.*
Office: Montreal, 1466 Drummond St., Plateau 1734. Frank Lyman, *v.p.* Among other services carries on Schwerin testing in Canada.

Robert S. Conlan Associates
Kansas City, 1715 Wyandotte St., Victor 2-3038. Mrs. Robert S. Conlan, *pres.;* Robert E. West, *dir. of sales.* Local and national radio and television audience surveys, national rating service, market research.

Crossley, S-D Surveys, Inc.
New York, 642 Fifth Ave., Plaza 7-5560. Arthur B. Dougall, *chmn. of bd.;* Archibald M. Crossley, *pres.;* Carl H. Henrikson Jr., *v.p. & gen. mgr.;* Robert C. Montgomery, *treas.;* Carol A. Cruikshank, *client service mgr.*

Elliott-Haynes Ltd.
Toronto 6, Ont., 515 Broadview Ave., Gerard 1144. W. E. Elliott, *pres.;* J. M. Leckie, *v.p.;* E. R. Comte, *sec.-treas.* Monthly Teleratings Survey in 24 Canadian markets; circulation reports.
Offices: Montreal, Que., 1500 St. Catherine St., Wilbank 1913. E. R. Comte, *mngng. dir.* Vancouver, B.C., 441 Seymour St. Mrs. Eileen White, *mgr.*

Executives Radio-TV Service
Larchmont, N. Y., Tennyson 4-0833. James M. Boerst, *o. & publisher.* Publishers of monthly Spot Radio Report, semi-annual Time Buyers Register.

Graham Research Service
New York 17, 424 Madison Ave., Plaza 3-4565. J. E. Graham, *dir.*

Guide-Post Research
Pittsburgh 18, 7401 Schoyer St., Fremont 1-1111. Charles F. Ackenheil, *o. & dir.* Marketing surveys of Allegheny County, including tv viewing and radio listening.

Hal K. Halpurn Associates
New York 16, 15 E. 40th St., Murray Hill 6-3714. Hal K. Halpurn, *gen. mgr.;* J. Lindsey Campbell, Mary F. Witte, *assoc.*
Office: Beverly Hills, 204 S. Beverly Dr., Crestview 6-9892.

C. E. Hooper, Inc.
New York 17, 579 Fifth Ave., Murray Hill 8-2290. James L. Knipe, *chmn. of bd. & pres.;* Mrs. C. E. Hooper, *treas.;* Dorothy M. Behrens, Bruce McEwen, Fred H. Kenkel, Frank Stisser, *v.p.'s.* Production office and plant: Norwalk, Conn. Dry Hill, Volunteer 7-2461.

1957 A. R. B. "A-Z"

Metropolitan Area Coverage Survey

. . . Covering 150 Markets

. . . Latest Coverage Data

(never before available)

Markets Surveyed in January, 1957

Data Released February, 1957

American Research Bureau, Inc.

Jack L. Gross
551 Fifth Ave.
New York 17, N.Y.
MUrray Hill 7-3787

James W. Seiler
1080 National Press Bldg.
Washington, D.C.
NAtional 8-0822

William Shafer
234 So. Garfield Ave.
Monterey Park, L.A.
CUmberland 3-3149

SERVICES

Institute for Motivational Research
Croton-on-Hudson, N.Y., Croton 1-4721. Dr. Ernest Dichter, *pres.;* Albert Shepard, *exec. v.p.;* Irving Gilman, *v.p;* John A. Kellogg, *v.p. & rsrch. planning;* Dr. Tibor Koeves, *v.p. publications.* Motivational research in advertising, marketing, sales; radio and tv programming and commercials; packaging and new product testing for commercial firms and advertising agencies.

Office: Los Angeles 35, 1135 S. Beverly Dr., Crestview 6-6718.

International Surveys, Ltd.
Montreal, Que., 1440 St. Catherine St. West, University 6-1570. Paul Haynes, *pres.* Market research, monthly reports on station, program audience.

Office: Toronto, 888 Dupont St., Oliver 7919. Peter Culos, *v.p.*

Richard Manville Research
New York 17, 230 Park Ave., Oregon 9-2435. Richard Manville, *pres.;* Philip Luttinger, *rsrch. dir.;* S. J. Collins, *ass't rsrch. dir.* Complete national market research organization serving advertisers, agencies and media.

Market Facts, Inc.
Chicago, 39 S. LaSalle St., Wabash 2-2686. William F. O'Dell, *pres.;* David K. Hardin, *V.p.;* Morris J. Gottlieb, *rsrch. dir.* Marketing, advertising, product, opinion, media research.

Market Research Corp. of America
New York 17, 122 E. 42nd St., Oxford 7-3540. Sam G. Barton, *pres.* Media-product purchase correlations.

Offices: Chicago, 425 Michigan, Mohawk 4-4600. Arden B. Crawford, *v.p.* San Francisco, 2 Pine St., Sutter 1-2289. Don Connell, *v.p.*

Market Research of Cleveland
Cleveland 15, 1220 Huron Rd., Main 1-0186. Albert E. Strass, *dir.;* Kathryn Waugh, *ass't dir.* Tv Surveys.

Market Psychology, Inc.
New York, 510 Madison Ave. David Mayer, *pres.;* David A. Dietz, *exec. v.p.* Market research.

Marketscope Research Co.
Newark 2, 156 Washington St., Mitchell 2-1753. Robert E. Spinner, *pres.;* Gerald Levitt, *statistician;* Rosemary Pelkey, *field dir.* Audience studies, establishing panels advertising effectiveness; qualitative and quantitative radio and tv studies, national coverage for quota and probability sampling.

Media Records, Inc.
New York 7, 63 Vesey St., Worth 4-0076. John Halpin, *pres.;* L. H. Collins, *v.p.*

Offices: Columbus 15, O., 257 E. Broad St., Capital 1-7784. Francis Davis, *mgr.* Chicago, 173 W. Madison St., Andover 3-5683. Ladious Siwak, *mgr.* San Francisco 8, 355 Stockton St., Garfield 4889. Harold F. Gannon, *mgr.*

Moffett Research Co.
Hollywood 28, 6253 Hollywood Blvd., Hollywood 3-5653. Jessie Locke Moffett, *o.*

National Field Service
New York 22, 40 East 54th St., PLaza 5-6583. Thomas M. Newell, *dir.;* Helen Wydie, *field dir.;* Teda Altman, *proj. dir.* National regional, local surveys, research interviewing, sample design, coding and tabulating. Affiliated with Alfred Politz Research, Inc.

A. C. Nielsen Co.
Chicago 45, 2101 Howard St., Hollycourt 5-4400. Arthur C. Nielsen, *pres.;* Henry Rahmel, *exec. v.p., bcst. div.;* Charlton G. Shaw, *exec. v.p., NRI-NTI;* John K. Churchchill, *v.p.,* NSI & NCS #2. Nielsen Radio Index, Nielsen Television Index, Nielsen Station Index and Nielsen Coverage Service #2.

Offices: New York 36, 500 Fifth Ave., Pennsylvania 6-2848. T. R. Shearer, *v.p.,* NRI-NTI; G. E. Blechta, *v.p.,* NSI Menlo Park (San Francisco), 70 Willow Rd., Davenport 5-0021. Joseph R. Matthews, *v.p.* Chicago 1, 360 N. Michigan Ave., Franklin 2-3810. William R. Wyatt, *v.p.*

Edward J. Noonan Market Research Organization
Boston 10, 157 Federal St., Liberty 2-1870. Edward J. Noonan, *pres.;* Arthur Silver, *v.p. & dir. of field optns.* Foster Slayton, *rsrch. dir.;* James G. Ryan, *sls. dir.* Local, regional and national radio and tv audience surveys; media, program and product analyses.

O'Connor Radio & Tv Surveys
Knoxville 4, 304 Veterans Bldg., 5-2272. Mrs. Bernice M. O'Connor, *dir.* Surveys to measure tv viewing and radio listening.

Opinion Research Corp.
Princeton, N.J., 44 Nassau St., 1-3600. Dr. Claude Robinson, *pres.;* Walter G. Barlow, Joseph C. Bevis, LeBaron Foster, M. Starr Northrup, LeRoy Purvis, Hugh Rusch and Dilman M. K. Smith, *v.p.'s.*

Alfred Politz Research, Inc.
New York 17, 547 Madison Ave., PLaza 9-5200. Alfred Politz, *pres.;* Lester R. Frankel, *v.p.;* Eva Klein, *project coord.;* Ray Berland, Jerome Greene, Charles Jacobson, Vincent Machi, Mort Novick, Frank Reis, Kermit Schooler, Claire Trewhella, Elliott Uberstine and Robert Weller, *project dirs.;* Paul Chook, *mathematician;* Roger Barton, *opinion rsrch.;* Nathan Schiller, *sampling dir.;* Teda Altman, *field dir.* Marketing, advertising, product, opinion and media research.

Office: Tampa 2, First National Bank Bldg., 2-9304. Jane Senn, *mgr.*

The Psychological Corp.
New York 36, 522 Fifth Ave., Murrayhill 2-2145. Paul S. Achilles, *bd. chmn.;* George K. Bennett, *pres.;* Albert D. Freiberg, *1st v.p. & dir.* marketing & social research div.; Philip G. Corby, *assoc. dir.;* Elinor J. Barnes and Charles L. Vaughn, *ass't dirs.;* Richard F. Bromer, staff psychologist Opinion polling and audience measurement.

Publishers Information Bureau, Inc.
New York 16, 271 Madison Ave., Murrayhill 5-2210. Frank Braucher, *pres.;* W. H. Mullen, *sec.*

Office: Magazine Adv. Bureau, Chicago 1, Prudential Plaza, Whitehall 4-6433.

The Pulse, Inc.
New York 19, 730 Fifth Ave. Dr. Sydney Roslow, *dir.;* David Klein, *mgr.;* Lawrence Roslow, *assoc. dir.;* George Sternberg, *serv. dir.;* Robert Collins, *dir. of client rel.* Tv-radio surveys and market research.

Offices: Los Angeles 48, 6399 Wilshire Blvd., Webster 1-2412. Edwin Cahn, *dir.* London W 1, 15 Sackville St., Regent 5349. John Robertson, *dir.*

Qualitative Research, Inc.
(Affiliate of Trendex)
New York 17, 535 Fifth Ave., Murrayhill 2-1182. Jack Doyle, *pres.;* Edward G. Hynes Jr., Robert B. Rogers, *v.p.'s.* Telephone Interviewing, copy research on commercials, audience reaction to programming, advertising & marketing research.

RRR Radio-Tv Research Bureau
Philadelphia 5, P.O. Box 413, Locust 4-4429. Franklin O. Pease, *gen. mgr.* Audience measurements, sponsor surveys.

Radio Reports, Inc.
New York 17, 220 E. 42nd St., Murrayhill 7-6658. Edward F. Loomis, *pres.;* Gorton V. Carruth, *v.p.;* David Fins, *v.p. & gen. mgr.;* George W. Loomis, *v.p.,-sec.;* George Magee, *v.p.;* Carl Hirschfield, *midwest v.p. for Chicago and Detroit.* Transcripts, digests and analyses of tv-radio news and comments; surveys of program content; monitoring of commercials.

Offices: Detroit 4, 5050 Joy Road, Chicago, 1550 E. 53rd St. Wilbraham, Mass., 36 Springfield St. Los Angeles 5, 2024 W. 6th St. Washington 6, 3333 Connecticut Ave., N.W. Berkeley, Calif., 264 Arlington Ave., Philadelphia 39, 4811 Walnut St.

Research Co. of America
New York 36, 570 Fifth Ave., Plaza 7-1865. A. Edwin Fein, *mgng. dir.;* E. de Pianelli, *intern'l development div. dir.;* John H. Dahn, *rsrch. dir.;* W. H. McDermid, *exec. staff consultant;* A. W. Zelomek, *consulting economist.*

Elmo Roper & Assoc.
New York 20, Rockefeller Plaza, Plaza 7-4900. Elmo Roper, Burns Roper, Carolyn Crusius and Louis Harris, *p.'s.* Joel Brooke and John Kraft, *rsrch. execs.*

N. C. Rorabaugh Co., Inc.
New York 17, 347 Madison Ave., Murrayhill 6-2193. N. C. (Duke) Rorabaugh, *publisher;* Stella Brauner, *tv editor.* Publishes quarterly *Rorabaugh Report* on spot tv advertising.

Schwerin Research Corp.
New York 19, 1775 Broadway, Judson 2-4690. Horace S. Schwerin, *pres.;* Leonard Kudisch, *exec. v.p.;* Henry H. Newell, Raymond K. Maneval, Donald H. McCollum, *v.p.'s* Qualitative research on tv and radio programs and commercials.

Offices: Toronto, 144 Wellington St. West. John F. Graydon, *mgng. dir.* London, One Old Burlington St., W. 1. Eric Boden, *mgng. dir.*

Southwest Research, Inc.
Dallas, 2512 W. Mockingbird Lane, Fleetwood 1-6469. Mary H. Winters, *pres.;* Verna C. Brock, *sec.-treas.;* Ruth Raeger, *supv.*

Consumer opinions and attitudes.

Standard Audit & Measurement Service, Inc.
New York 4, 80 Broad St., Whitehall 3-9377.

Daniel Starch & Staff
Mamaroneck, N.Y., Boston Post Rd. & Beach Ave., 9-5400

Trendex, Inc.
New York 17, 347 Madison Ave., Murrayhill 4-4328. Edward G. Hynes Jr., *pres. & treas.;* Robert B. Rogers, *exec. v.p.;* Mary I. Smith, *sec.*

Videodex, Inc.
New York 17, 342 Madison Ave., Murrayhill 7-8837. Allan V. Jay, *mgr.* National tv ratings report (monthly) on all sustaining and commercial programs. Local tv ratings report available in 28 markets monthly and over 120 markets quarterly.

PERSONNEL PLACEMENT

Broadcasters Executives Placement Service, Inc.
Washington 5, Trans-Lux Bldg., National 8-2173. Howard S. Frazier, *pres.;* Horace W. Gross, *v.p.* Nationwide personnel service for tv & radio stations.

Griffin & Culver, Inc.
New York, 280 Madison Ave., Oregon 9-2690.

Walter A. Lowen Placement Agency
New York 17, 420 Lexington Ave., Murrayhill 9-2630. Joan Sinclaire, *tv-radio dir.*

National Radio & Television Employment Service, Inc.
Washington 6, 1627 K St., N.W., Republic 7-0343. M. E. Stone, *mgr.*

Marjorie Witty Personnel Consultants
New York 17, 415 Lexington Ave., Murrayhill 2-7136. Marjorie Witty, *o.* Confidential consultant service devoted to recruitment and placement in the fields of radio, television, advertising, etc.

PUBLIC RELATIONS, PROMOTION & PUBLICITY

John B. Adams
Washington 4, National Press Bldg., Metropolitan 8-4248. John B. Adams, *pres.;* Alvadee Adams, *v.p.* Public relations.

David O. Alber Assoc., Inc.
New York 21, 44 E. 53rd St., Templeton 8-8300. Eugene Shefrin, *v.p.*

William J. Bailey
New York 22, 415 E. 52nd St., Plaza 9-5679.

Baldwin & Mermey
New York 17, 205 E. 42nd St., Murrayhill 4-4540. William H. Baldwin and Maurice Mermey, *p.'s.*

Banner & Greif
New York 17, 369 Lexington Ave., Murrayhill 6-6622. Jack Banner, Ed Greif, *p.'s.* Publicity.

Bev Barnett
Los Angeles 46, 8780 Sunset Blvd., Crestview 5-5186. Bev Barnett, *mgr.* Publicity.

Bentley & Livingstone, Inc.
Chicago 4, 220 S. State St., Webster 9-7439. George Livingstone, *pres.;* E. W. Welch, *sec.-treas.*

Edward L. Bernays
New York 21, 26 E. 64th St., Templeton 8-5000.

Ivan Black Assoc.
New York 17, 400 Madison Ave., Plaza 5-4760.

H. A. Bruno & Assoc., Inc.
New York 20, 30 Rockefeller Plaza, Circle 6-8040. Harry Bruno, *pres.*

Carl Byoir & Assoc.
New York 16, 10 E. 40th St., Murrayhill 6-3200. Carl Byoir, *exec. comm. chmn.;* Gerry Swinehart, *bd. chmn.;* George Hammond, *pres.;* C. Stuart Hall, Frank Gavitt, *exec. v.p.'s;* Harry Schaden, *v.p.*, Chicago; Charles E. McVarish, *v.p. & dir. of pub.;* Muriel Fox, *tv-radio dir.*
Offices: Washington, D.C., National Press Bldg., Sterling 3-6565. Lyle Youngstrom, *v.p.* Chicago, 33 N. LaSalle St., Dearborn 2-6300. Los Angeles, 727 W. Seventh St., Trinity 6421. Joseph J. Alvin, *v.p.*

Cleary-Strauss & Irwin
Hollywood 38, 1258 N. LaBrea Ave., Hollywood 2-6486. Chip Cleary, *pres.;* John Strauss, *sec.-treas.;* Ben Irwin, *v.p.*

Harry Coleman & Co.
Chicago 11, 664 N. Michigan Ave., Mohawk 4-3883. Harry M. Coleman, *pres.;* Rita McElligott, David Johnstone, Ward Walker, *a.e.'s.* Public relations counsel; publicity.

James A. Cowan
Toronto 2, Ont., 20 Carlton, Empire 4-8561.

Stanley Cowan Public Relations, Inc.
Hollywood 46, 9163 Sunset Blvd., Crestview 6-3103. Stanley Cowan, *pres.* Publicity, promotion, exploitation.

Phil Dean Assoc.
New York, 420 Madison Ave., Plaza 3-7492. Phil Dean, *pres.*

Dine & Kalmus
New York, 430 Park Ave., Plaza 3-1370. Josef C. Dine and Allan H. Kalmus, *p.'s.*

Dorrance & Co.
New York 16, 126 E. 37th St., Murrayhill 3-7851. Dick Dorrance, *part.* Advertising-promotion.

Arthur Eddy Public Relations
Hollywood 46, 8584 Sunset Blvd., Crestview 4-6713. Arthur Eddy, *o.*

Lyle Kenyon Engle
New York 19, 211 W. 58th St., Circle 7-6382.

Dave A. Epstein
Beverly Hills, 449 S. Beverly Dr., Crestview 1-3114. David A. Epstein, *o.*

Ettinger Co.
Hollywood 46, 8720 Sunset Blvd., Crestview 4-6721.
Offices: New York, 509 Madison Ave., Murrayhill 8-4842.

Foladere, Greer & Assoc.
Hollywood 28, 1741 Ivar Ave., Hollywood 9-8135. Maury Foladere, *p. & mgr.;* Norman Greer, *p.*

Mickey Freeman Publicity
Hollywood 28, 6363 Sunset Blvd., Hollywood 7-5062. A. J. (Mickey) Freeman, *o.*

Gardner & Jones
Chicago 2, 105 W. Madison St., State 2-5004. Scott Jones and Robert H. Gardner, *p.'s.*

Dixon Gayer Assoc.
New York 19, 120 Central Park South, Plaza 7-7150. Dixon Gayer, *pres.;* B. H. (Doc) Calhoun, Merrill (Mike) Marmer, *assoc.'s.* Publicity-promotion.

Edward Gottlieb & Assoc.
New York 36, 2 W. 45th St., Murrayhill 7-3050. Edward Gottlieb, *pres.;* Robert J. Sullivan, *v.p. & gen. mgr.;* J. Seegar Heavilin, Phil Klarnet, *v.p.'s;* Joseph Daley, *tv-radio dept. head.*

H. K. Halpurn Assoc.
New York 16, 15 E. 40th St., Murrayhill 6-3714. H. K. Halpurn, *gen. mgr.;* J. Lindsey Campbell and M. F. Witte, *assoc.*
Office: Beverly Hills, 204 S. Beverly Dr., Crestview 6-9892.

William Hebert
Los Angeles 46, 8729 Shoreham Dr., Crestview 5-0614. Public relations.

Hill & Knowlton, Inc.
New York, 150 E. 42nd St., Oxford 7-5600. John W. Hill, *bd. chmn.;* Burt C. Goss, *pres.;* Edward W. Barrett and Richard W. Darrow, *exec. v.p.'s.*
Offices: Chicago, 10 S. LaSalle St., Financial 6-0189. Ben Fillis, *mgr.* Pittsburgh, 1906 Law & Finance Bldg., Atlantic 1-5554. Lee Sillars, *mgr.* Washington, 1000 Vermont Ave., N.W., Sterling 3-0270. Clifford Guest, *mgr.* Cleveland, 323 Republic Blvd., Cherry 1-6114. Harry Lundin, *mgr.* Los Angeles, 7660 Beverly Blvd., Webster 1-1141. F. A. W. Stiefler, *mgr.*

Arthur P. Jacobs Co.
Beverly Hills, 449 S. Beverly Dr., Bradshaw 2-0323. Arthur P. Jacobs, *mgr.*
Offices: New York, 720 Fifth Ave., Judson 2-2746. Fred Goldberg, *mgr.*

Edward M. Kirby
Washington 16, 4620 Brandywine St., N.W., Emerson 3-8521. Public relations counsel.

Walter E. Kline & Assoc.
Hollywood 46, 8445 Melrose Ave., Olive 3-4764. Michael O'Rourke, *tb.*

Kline-Simpson & Assoc.
Hollywood 27, 1436 N. Serrano Ave., Hollywood 2-6371. Len L. Simpson, Fred W. Kline, *part.'s.* Publicity-public relations.
Offices: New York 19, 111 W. 57th St., Judson 6-7777. Waldo Mayo.

Mark Larkin
Kew Gardens 15, N. Y., 83-15 Lefferts Blvd., Virginia 9-6340.

Burns W. Lee-Patrick O'Rourke, Inc.
Los Angeles 5, 607 S. Hobart Blvd., Dunkirk 5-3061. Burns W. Lee and Patrick O'Rourke, *p.'s.*
Office: New York, 608 Fifth Ave., Judson 6-0740. William R. Baker and Harry Carlson.

Philip Lesly Co.
Chicago 3, 100 W. Monroe St., Central 6-9520. Philip Lesly, *pres.*
Office: New York, 424 Madison Ave., Plaza 8-1525.

Bernard L. Lewis, Inc.
New York 1, Empire State Bldg., Longacre 5-3209. Bernard L. Lewis, *pres.*

Hal Leyshon & Assoc.
New York, 292 Madison Ave., Murrayhill 5-0744.

Mayer & O'Brien
Chicago 11, 1718 Tribune Tower, Superior 7-6670. Howard G. Mayer, *bd. chmn.;* Dale O'Brien, *pres.;* Ross DeLue, *v.p.*
Offices: Hollywood, 6331 Hollywood Blvd., Hollywood 3-5658. New York, 175 Fifth Ave., Spring 7-7370.

Arthur H. Miller
New York 17, 6 E. 46th St., Murrayhill 7-2690.

Reg Mitchell & Assoc.
Washington 4, 1004 National Press Bldg., National 8-4457. Reginald P. Mitchell, *dir.*

National Laugh Enterprises
New York 17, P.O. Box 835, Grand Central Station, Spring 7-6210. George Q. Lewis, *dir.;* William Treadwell and Fred P. Pitzer, *assoc.*

Jack Perlis
New York 23, 310 West End Ave., Trafalgar 3-5284.

Robert K. Richards
Washington 6, 1735 DeSales St., N.W., Sterling 3-4630. Robert K. Richards, *pres.;* Oscar Elder, *assoc.;* Mae Turner, *admin. ass't.*

Robinson-Hannagan Assoc.
New York, 420 Lexington Ave., Oregon 9-2100. Jim Scanlan, *assoc.*

Richard H. Roffman Associates
New York 25, 675 West End Ave., Riverside 9-3647. Richard H. Roffman, *pres.;* Maurice Roffman, *v.p.;* Sophie S. Speiser, *sec.;* Malvina Cohn, *treas.* Public relations, contests, prizes, intermediary in station sales and placement of programs.
Offices: Denver, 1535 Locust. Frances Shooker. Los Angeles, 7755 Hollywood Blvd. Alan Winston.

Rogers & Cowan
Beverly Hills, 177 S. Beverly Dr., Bradshaw 2-1531. Henry Rogers and Warren Cowan, *p.'s.*
Office: New York, 17 E. 48th St., Plaza 9-6272.

A. A. Schechter Assoc.
New York 36, 580 Fifth Ave., Judson 6-2420. A. A. Schecter, *mngng. p.;* Michael Ruskind, *gen. mgr.* Public relations & tv-radio consultants.
Offices: Chicago 11, Tribune Tower. Los Angeles 28, Guaranty Bldg.

Selvage & Lee
New York 36, 500 Fifth Ave., Oxford 5-6200. James P. Selvage and Morris M. Lee Jr., *p.'s.*
Offices: Chicago 1, 221 N. LaSalle St., Central 6-7818. Washington 6, Cafritz Bldg Republic 7-4040. S. B. Bledsoe.

Len Simpson
Hollywood 28, 6223 Selma Ave., Hollywood 2-6371. Len Simpson, *mgr.* Public relations & publicity.
Office: New York 19, 111 W. 57th St., Judson 6-7777. Waldo Mayo, *assoc.*

Lou Smith Organization
Beverly Hills, 340 N. Rodeo Dr., Crestview 4-7251. Lou Smith, *pres.*
Office: New York, 342 Madison Ave., Murrayhill 2-9142. Arthur Schmidt, *assoc.*

Thompson-McDonald Co.
Hollywood 28, 6612 Sunset Blvd., Hollywood 2-7249. Ed Thompson and Neil McDonald, *p.'s.*

Tierney-Ross Agency
Hollywood 28, 1418 N. Highland, Hollywood 2-1946. Jack Tierney and Jerry Ross, *p.'s.*

Bill Watters & Assoc.
Los Angeles 46, 1271 St. Ives Pl., Bradshaw 2-7205. Bill Watters, *head.* Public relations, promotion and advertising.

Bernie Williams-Kay Mulvey Public Relations
Hollywood 28, 1508 Crossroads-of-the-World, Hollywood 2-7401. Bernie Williams and Kay Mulvey, *p.'s.*

Wolcott & Assoc.
Los Angeles 17, 1308 Wilshire Blvd., Dunkirk 5-1439. Bob Wolcott, *pres.*

U. S. Television Stations by Call Letters

Corrected to December 1, 1956. Channel number indicated in parentheses—asterisk (*) indicates educational station.

KABC-TV (7) Los Angeles
KAKE-TV (10) Wichita, Kan.
KALB-TV (5) Alexandria, La.
KARD-TV (3) Wichita, Kan.
KARK-TV (4) Little Rock, Ark.
KATV (7) Pine Bluff, Ark.
KAVE-TV (6) Carlsbad, N. M.
KBAK-TV (29) Bakersfield, Cal.
KBAS-TV (43) Ephrata, Wash.
KBES-TV (5) Medford, Ore.
KBET-TV (10) Sacramento, Cal.
KBMB-TV (12) Bismarck, N. D.
KBMT (31) Beaumont, Tex.
KBOI-TV (2) Boise, Ida.
KBST-TV (4) Big Spring Tex.
KBTM-TV (8) Jonesboro, Ark.
KBTV (9) Denver
KCBD-TV (11) Lubbock, Tex.
KCCC-TV (40) Sacramento, Cal.
KCEN-TV (6) Temple, Tex.
KCJB-TV (13) Minot, N. D.
KCKT (2) Great Bend, Kan.
KCMC-TV (6) Texarkana, Tex.
KCMO-TV (5) Kansas City, Mo.
KCOP (13) Los Angeles
KCOR-TV (41) San Antonio
KCRA-TV (3) Sacramento, Cal.
KCRG-TV (9) Cedar Rapids, Ia.
KCSJ-TV (5) Pueblo, Colo.
*KCTS (9) Seattle, Wash.
KDAL-TV (3) Duluth-Superior
KDIX-TV (2) Dickinson, N. D.
KDKA-TV (2) Pittsburgh, Pa.
KDLO-TV (3) Florence, S. D.
KDRO-TV (6) Sedalia, Mo.
KDUB-TV (13) Lubbock, Tex.
KDWI-TV (9) Tucson, Ariz.
KEDD (16) Wichita, Kans.
KELO-TV (11) Sioux Falls, S. D.
KENI-TV (2) Anchorage, Alaska
KENS-TV (5) San Antonio, Tex.
KEPR-TV (19) Pasco, Wash.
KERO-TV (10) Bakersfield, Cal.
*KETA (13) Oklahoma, City
*KETC (9) St. Louis
KEY-T (3) Santa Barbara, Cal.
KFAR-TV (2) Fairbanks, Alaska
KFBB-TV (5) Great Falls, Mont.
KFBC-TV (5) Cheyenne, Wyo.
KFDA-TV (10) Amarillo, Tex.
KFDX-TV (3) Wichita Falls, Tex.
KFEQ-TV (2) St. Joseph, Mo.
KFJZ-TV (11) Ft. Worth, Tex.
KFMB-TV (8) San Diego, Cal.
KFRE-TV (12) Fresno, Cal.
KFSA-TV (22) Fort Smith, Ark.
KFSD-TV (10) San Diego, Cal.
KFVS-TV (12) Cape Girardeau, Mo.
KFXJ-TV (10) Montrose, Colo.
KFYR-TV (5) Bismarck, N. D.
KGBT-TV (4) Harlingen, Tex.
KGEO-TV (5) Enid, Okla.
KGGM-TV (13) Albuquerque
KGLO-TV (3) Mason City, Ia.
KGMB-TV (9) Honolulu
KGNC-TV (4) Amarillo, Tex.
KGO-TV (7) San Francisco
KGTV (17) Des Moines, Ia.
KGUL-TV (11) Galveston
KGW-TV (8) Portland, Ore.
KHAD-TV (8) Laredo, Tex.
KHAS-TV (5) Hastings, Neb.
KHBC-TV (9) Hilo, T. H.
KHJ-TV (9) Los Angeles
KHOL-TV (13) Kearney, Neb.
KHPL-TV (6) Hayes Center, Neb.
KHQ-TV (6) Spokane
KHQA-TV (7) Hannibal, Mo.
KHSL-TV (12) Chico, Cal.

KHTV (13) Twin Falls, Ida.
KICA-TV (12) Clovis, N. M.
KID-TV (3) Idaho Falls, Ida.
KIDO-TV (7) Boise, Ida.
KIEM-TV (3) Eureka, Cal.
KILT (13) El Paso, Tex.
KIMA-TV (29) Yakima, Wash.
KING-TV (5) Seattle, Wash.
KINY-TV (8) Juneau, Alaska
KIVA (11) Yuma, Ariz.
KJEO (47) Fresno, Cal.
KKTV (11) Colorado Springs
KLAS-TV (8) Las Vegas
KLEW-TV (3) Lewiston, Ida
KLFY-TV (3) Lafayette, La.
KLIX-TV (11) Twin Falls, Ida.
KLOR (12) Portland, Ore.
KLRJ-TV (2) Henderson, Nev.
KLTV (7) Tyler, Tex.
KLZ-TV (7) Denver
KMVI-TV (12) Wailuku, T. H.
KMBC-TV (9) Kansas City, Mo.
KMGM-TV (9) Minneapolis
KMID-TV (2) Midland, Tex.
KMJ-TV (24) Fresno, Calif.
KMMT (6) Austin, Minn.
KMSO-TV (13) Missoula, Mont.
KMTV (3) Omaha, Neb.
KMVI-TV (12) Wailuku, T. H.
KNAC-TV (5) Ft. Smith, Ark.
KNOE-TV (8) Monroe, La.
KNOX-TV (10) Grand Forks, N. D.
KNTV (11) San Jose, Cal.
KNXT (2) Los Angeles
KOA-TV (4) Denver, Colo.
KOAM-TV (7) Pittsburg, Kan.
KOAT-TV (7) Albuquerque
KOB-TV (4) Albuquerque, N. M.
KODE-TV (12) Joplin, Mo.
KOIN-TV (6) Portland, Ore.
KOLN-TV (10) Lincoln, Neb.
KOLO-TV (8) Reno, Nev.
KOMO-TV (4) Seattle
KOMU-TV (8) Columbia, Mo.
KONA (11) Honolulu
KONO-TV (12) San Antonio, Tex.
KOOK-TV (2) Billings, Mont.
KOOL-TV (10) Phoenix
KOPO-TV (13) Tucson
KOSA-TV (7) Odessa, Tex.
KOTA-TV (3) Rapid City, S. D.
KOTI (2) Klamath Falls, Ore.
KOTV (6) Tulsa
KOVR (13) Stockton, Cal.
KPAR-TV (12) Sweetwater, Tex.
KPHO-TV (5) Phoenix
KPIC (4) Roseburg, Ore.
KPIX (5) San Francisco.
KPLC-TV (7) Lake Charles, La.
KPRC-TV (2) Houston
KPTV (27) Portland, Ore.
*KQED (9) San Francisco
KQTV (21) Fort Dodge, Ia.
KRBB (10) El Dorado, Ark.
KRBC-TV (9) Abilene, Tex.
KRCA (4) Los Angeles
KRCG (13) Jefferson City, Mo.
KRDO-TV (13) Colorado Springs
KREM-TV (2) Spokane
KREX-TV (5) Grand Junction, Colo.
KRGV-TV (5) Weslaco, Tex.
KRIS-TV (6) Corpus Christi
KRLD-TV (4) Dallas
*KRMA-TV (6) Denver
KRNT-TV (8) Des Moines, Ia.
KROC-TV (10) Rochester, Minn.
KROD-TV (4) El Paso, Tex.
KRON-TV (4) San Francisco
KSAN-TV (32) San Francisco
KSBW-TV (8) Salinas, Cal.
KSD-TV (5) St. Louis, Mo.
KSHO-TV (13) Las Vegas, Nev.
KSIX-TV (10) Corpus Christi, Tex.
KSL-TV (5) Salt Lake City
KSLA-TV (12) Shreveport, La.
KSTF (10) Scottsbluff, Neb.
KSTP-TV (5) St. Paul, Minn.
KSWO-TV (7) Lawton, Okla.
KSWS-TV (8) Roswell, N. M.
KSYD-TV (6) Wichita Falls, Tex.
KTAG-TV (25) Lake Charles, La.
KTBC-TV (7) Austin, Tex.
KTBS-TV (3) Shreveport, La.
KTEN (10) Ada, Okla.
KTHV (11) Little Rock, Ark.
KTIV (4) Sioux City, Ia.
KTLA (5) Los Angeles
KTNT-TV (11) Tacoma, Wash.
KTRE-TV (9) Lufkin, Tex.
KTRK-TV (13) Houston
KTSM-TV (9) El Paso
KTTS-TV (10) Springfield, Mo.
KTTV (11) Los Angeles
KTVA (11) Anchorage, Alaska
KTVE (32) Longview, Tex.
KTVF (11) Fairbanks, Alaska
KTVH (12) Hutchinson, Kan.
KTVI (36) St. Louis, Mo.
KTVK (3) Phoenix
KTVO (3) Kirksville, Mo.
KTVR (2) Denver, Colo.
KTVT (4) Salt Lake City
KTVW (13) Tacoma, Wash.
KTVX (8) Muskogee, Okla.
KTXL-TV (8) San Angelo, Tex.
KUAM-TV (8) Agana, Guam
*KUHT (8) Houston
KULA-TV (4) Honolulu
KUMV-TV (8) Williston, N. D.
*KUON-TV (12) Lincoln, Neb.
KUTV (2) Salt Lake City
KVAL-TV (13) Eugene, Ore.
KVAR (12) Phoenix
KVDO-TV (22) Corpus Christi
KVEC-TV (6) San Luis Obispo, Cal.
KVIP (7) Redding, Cal.
KVOA-TV (4) Tucson
KVOO-TV (2) Tulsa, Okla.
KVOS-TV (12) Bellingham, Wash.
KVSO-TV (12) Ardmore, Okla.
KVTV (9) Sioux City, Ia.
KVVG (27) Tulare, Cal.
KWGB-TV (10) Goodland, Kan.
KWK-TV (4) St. Louis
KWTV (9) Oklahoma City
KWTX-TV (10) Waco, Tex.
KWWL-TV (7) Waterloo, Ia.
KXJB-TV (4) Valley City, N. D.
KXLF-TV (6) Butte, Mont.
KXLY-TV (4) Spokane
KYTV (3) Springfield, Mo.
KYW-TV (3) Cleveland, O.
WAAM (13) Baltimore
WABC-TV (7) New York
WABD (5) New York
WABI-TV (5) Bangor, Me.
WABT (13) Birmingham, Ala.
WAFB-TV (28) Baton Rouge
WAGA-TV (5) Atlanta, Ga.
WAGM-TV (8) Presque Isle, Me.
WAIM-TV (40) Anderson, S. C.
*WAIQ (2) Andalusia, Ala.
WAKR-TV (49) Akron, O.
WALA-TV (10) Mobile, Ala.
WALB-TV (10) Albany, Ga.
WAPA-TV (4) San Juan, P.R.
WARD-TV (56) Johnstown, Pa.
WARM-TV (16) Scranton, Pa.
WATE-TV (6) Knoxville, Tenn.
WATR-TV (53) Waterbury, Conn.
WATV (13) Newark-New York
WAVE-TV (3) Louisville, Ky.
*WBAL-TV (11) Baltimore
WBAP-TV (5) Fort Worth
WBAY-TV (2) Green Bay, Wis.
WBBM-TV (2) Chicago
WBEN-TV (4) Buffalo, N. Y.
*WBIQ (10) Birmingham, Ala.
WBIR-TV (10) Knoxville, Tenn.
WBKB (7) Chicago
WBLN (15) Bloomington, Ill.
WBNS-TV (10) Columbus, O.
WBOC-TV (16) Salisbury, Md.
WBRC-TV (6) Birmingham
WBRE-TV (28) Wilkes-Barre, Pa.
WBRZ (2) Baton Rouge, La.
WBTV (3) Charlotte, N. C.
WBTW (8) Florence, S. C.
WBUF (17) Buffalo
WBZ-TV (4) Boston
WCAU-TV (10) Philadelphia
WCAX-TV (3) Burlington, Vt.
WCBI-TV (4) Columbus, Miss.
WCBS-TV (2) New York
WCCO-TV (4) Minneapolis
WCDA (41) Albany, N. Y.
WCDB (29) Hagaman, N. Y.
*WCET (48) Cincinnati
WCHS-TV (8) Charleston, W. Va.
WCIA (3) Champaign, Ill.
WCKT (7) Miami, Fla.
WCMB-TV (27) Harrisburg, Pa.
WCNY-TV (7) Carthage, N. Y.
WCOV-TV (20) Montgomery
WCPO-TV (9) Cincinnati
WCSC-TV (5) Charleston, S. C.
WCSH-TV (6) Portland, Me.
WCTV (6) Thomasville, Ga.
WCYB-TV (5) Bristol, Va.
WDAF-TV (4) Kansas City, Mo.
WDAK-TV (28) Columbus, Ga.
WDAM-TV (9) Hattiesburg, Miss.
WDAN-TV (24) Danville, Ill.
WDAY-TV (6) Fargo, N. D.
WDBJ-TV (7) Roanoke, Va.
WDBO-TV (6) Orlando, Fla.
WDEF-TV (12) Chattanooga
WDMJ-TV (6) Marquette, Mich.
WDSM-TV (6) Duluth-Superior
WDSU-TV (6) New Orleans
WDXI-TV (7) Jackson, Tenn.
WEAR-TV (3) Pensacola
WEAT-TV (12) W. Palm Beach
WEAU-TV (13) Eau Claire, Wis.
WEEK-TV (43) Peoria, Ill.

CALL LETTERS

WEHT (50) Henderson, Ky.
WENS (16) Pittsburgh, Pa.
WESH-TV (2) Daytona Beach, Fla.
WEWS (5) Cleveland
WFAA-TV (8) Dallas
WFAM-TV (59) Lafayette, Ind.
WFBC-TV (4) Greenville, S. C.
WFBG-TV (10) Altoona, Pa.
WFBM-TV (6) Indianapolis
WFIE (62) Evansville, Ind.
WFIL-TV (6) Philadelphia
WFLA-TV (8) Tampa
WFLB-TV (18) Fayetteville, N. C.
WFMJ-TV (21) Youngstown, O.
WFMY-TV (2) Greensboro, N. C.
WFRV-TV (5) Green Bay, Wis.
WGAL-TV (8) Lancaster, Pa.
WGAN-TV (13) Portland, Me.
*WGBH-TV (2) Boston
WGBI-TV (22) Scranton, Pa.
WGBS-TV (23) Miami, Fla.
WGEM-TV (10) Quincy, Ill.
WGLV (57) Easton, Pa.
WGN-TV (9) Chicago
WGR-TV (2) Buffalo
WGVL (23) Greenville, S. C.
*WHA-TV (21) Madison, Wis.
WHAS-TV (11) Louisville, Ky.
WHBF-TV (4) Rock Island, Ill.
WHBQ-TV (13) Memphis, Tenn.
WHCT (18) Hartford, Conn.
WHEC-TV (10) Rochester, N. Y.
WHEN-TV (8) Syracuse, N. Y.
WHIO-TV (7) Dayton, O.
WHIS-TV (6) Bluefield, W. Va.
WHIZ-TV (18) Zanesville, O.
WHO-TV (13) Des Moines, Ia.
WHP-TV (55) Harrisburg, Pa.
WHTN-TV (13) Huntington, W. Va.
WHYN-TV (55) Springfield, Mass.
WIBW-TV (13) Topeka, Kan.
WICC-TV (43) Bridgeport, Conn.
WICS (20) Springfield, Ill.
WICU (12) Erie, Pa.
WILK-TV (34) Wilkes-Barre, Pa.
*WILL-TV (12) Urbana, Ill.
WIMA-TV (35) Lima, O.
WINK-TV (11) Fort Meyers, Fla.
WIN-T (15) Waterloo, Ind.
WIS-TV (10) Columbia, S. C.
WISC-TV (3) Madison, Wis.
WISE-TV (62) Asheville, N. C.
WISH-TV (8) Indianapolis
WISN-TV (12) Milwaukee
WITI-TV (6) Milwaukee, Wis.
WITN (7) Washington, N. C.
WITV (17) Ft. Lauderdale, Fla.
WJAC-TV (6) Johnstown, Pa.
WJAR-TV (10) Providence
WJBF (6) Augusta, Ga.
WJBK-TV (2) Detroit
WJDM (7) Panama City, Fla.
WJHL-TV (11) Johnson City, Tenn.
WJHP-TV (36) Jacksonville
WJIM-TV (6) Lansing, Mich.
WJMR-TV (20) New Orleans
WJTV (12) Jackson, Miss.
WJW-TV (8) Cleveland, O.
WKAQ-TV (2) San Juan, P. R.
*WKAR-TV (60) E. Lansing
WKBN-TV (27) Youngstown, O.
WKBT (8) LaCrosse, Wis.
WKJG-TV (33) Fort Wayne, Ind.
*WKNO-TV (10) Memphis, Tenn.
WKNX-TV (57) Saginaw, Mich.
WKOW-TV (27) Madison, Wisc.
WKRC-TV (12) Cincinnati, O.
WKRG-TV (5) Mobile, Ala.
WKTV (13) Utica, N. Y.
WKY-TV (4) Oklahoma City
WKZO-TV (3) Kalamazoo
WLAC-TV (5) Nashville, Tenn.
WLBC-TV (49) Muncie, Ind.
WLBT (3) Jackson, Miss.
WLEV-TV (51) Bethlehem, Pa.
WLEX-TV (18) Lexington, Ky.
WLOS-TV (13) Asheville, N. C.
WLVA-TV (13) Lynchburg, Va.
WLW-A (11) Atlanta, Ga.
WLW-C (4) Columbus, O.
WLW-D (2) Dayton, O.
WLW-T (5) Cincinnati, O.
WMAL-TV (7) Washington
WMAR-TV (2) Baltimore
WMAZ-TV (13) Macon, Ga.
WMBR-TV (4) Jacksonville
WMBV-TV (11) Marinette, Wis.
WMCT (5) Memphis, Tenn.
WMFD-TV (6) Wilmington, N. C.
WMGT (19) Adams, Mass.
WMSL-TV (23) Decatur, Ala.
WMT-TV (2) Cedar Rapids, Ia.
WMTV (33) Madison, Wis.
WMTW (8) Poland Spring, Me.
WMUR-TV (9) Manchester, N. H.
WNAC-TV (7) Boston
WNAO-TV (28) Raleigh, N. C.
WNBC (30) New Britain, Conn.
WNBF-TV (12) Binghamton, N. Y.
WNBQ (5) Chicago
WNCT (9) Greenville, N. C.
WNDU-TV (46) South Bend
WNEM-TV (5) Bay City, Mich.
WNHC-TV (8) New Haven
WNOK-TV (67) Columbia, S. C.
WNOW-TV (49) York, Pa.
WOAI-TV (4) San Antonio
WOAY-TV (4) Oak Hill, W. Va.
WOC-TV (6) Davenport, Ia.
WOI-TV (5) Ames, Ia.
WOOD-TV (8) Grand Rapids
WOR-TV (9) New York, N. Y.
WORA-TV (5) Mayaguez, P. R.
*WOSU-TV (34) Columbus, O.
WOW-TV (6) Omaha, Neb.
WPAG-TV (20) Ann Arbor, Mich.
WPBN-TV (7) Traverse City, Mich.
WPFH (12) Wilmington, Del.
WPIX (11) New York, N. Y.
WPRO-TV (12) Providence, R. I.
WPTV (5) Palm Beach, Fla.
WPTZ (5) Plattsburgh, N. Y.
*WQED (13) Pittsburgh, Pa.
WRAL-TV (5) Raleigh, N. C.
WRBL-TV (4) Columbus, Ga.
WRC-TV (4) Washington, D. C.
WRCA-TV (4) New York, N. Y.
WRCV-TV (3) Philadelphia, Pa.
WRDW-TV (12) Augusta, Ga.
WREC-TV (3) Memphis, Tenn.
WREX-TV (13) Rockford, Ill.
WRGB (6) Schenectady, N. Y.
WRGP-TV (3) Chattanooga
WROC-TV (5) Rochester, N. Y.
WRVA-TV (12) Richmond, Va.
WSAU-TV (7) Wausau, Wis.
WSAV-TV (3) Savannah, Ga.
WSAZ-TV (3) Huntington, W. Va.
WSB-TV (2) Atlanta, Ga.
WSBA-TV (43) York, Pa.
WSBT-TV (34) South Bend, Ind.
WSEE (35) Erie, Pa.
WSFA-TV (12) Montgomery, Ala.
WSIL-TV (22) Harrisburg, Ill.
WSIX-TV (8) Nashville, Tenn.
WSJS-TV (12) Winston-Salem, N. C.
WSJV (52) Elkhart, Ind.
WSLS-TV (10) Roanoke, Va.
WSM-TV (4) Nashville, Tenn.
WSPA-TV (7) Spartanburg, S. C.
WSPD-TV (13) Toledo, O.
WSTV-TV (9) Steubenville, O.
WSUN-TV (38) St. Petersburg, Fla.
WSVA-TV (3) Harrisonburg, Va.
WSYE-TV (18) Elmira, N. Y.
WSYR-TV (3) Syracuse, N. Y.
WTAP (15) Parkersburg, W. Va.
WTAR-TV (3) Norfolk, Va.
WTCN-TV (11) Minneapolis-St. Paul, Minn.
WTHI-TV (10) Terre Haute, Ind.
*WTHS-TV (2) Miami, Fla.
*WTIQ (7) Munford, Ala.
WTMJ-TV (4) Milwaukee, Wis.
WTOB-TV (26) Winston-Salem, N. C.
WTOC-TV (11) Savannah, Ga.
WTOK-TV (11) Meridian, Miss.
WTOP-TV (9) Washington, D. C.
WTOV-TV (27) Norfolk, Va.
WTPA (71) Harrisburg, Pa.
WTRF-TV (7) Wheeling, W. Va.
WTRI (35) Albany, N. Y.
WTTG (5) Washington, D. C.
WTTV (4) Bloomington, Ind.
*WTTW (11) Chicago, Ill.
WTVD (11) Durham, N. C.
WTVE (24) Elmira, N. Y.
WTVH (19) Peoria, Ill.
WTVJ (4) Miami, Fla.
WTVK (26) Knoxville, Tenn.
WTVN-TV (6) Columbus, O.
WTVO (39) Rockford Ill.
WTVP (17) Decatur, Ill.
WTVR (6) Richmond, Va.
*WTVS (56) Detroit, Mich.
WTVT (13) Tampa, Fla.
WTVW (7) Evansville, Ind.
WTVY (9) Dothan, Ala.
W-TWO (2) Bangor, Me.
WTWV (9) Tupelo, Miss.
*WUNC-TV (4) Chapel Hill, N. C.
WUSN-TV (2) Charleston, S. C.
WVEC-TV (15) Hampton, Va.
WVET-TV (10) Rochester, N. Y.
WWJ-TV (4) Detroit, Mich.
WWLP (22) Springfield, Mass.
WWTV (13) Cadillac, Mich.
WXEX-TV (8) Petersburg, Va.
WXIX (19) Milwaukee, Wis.
WXYZ-TV (7) Detroit, Mich.

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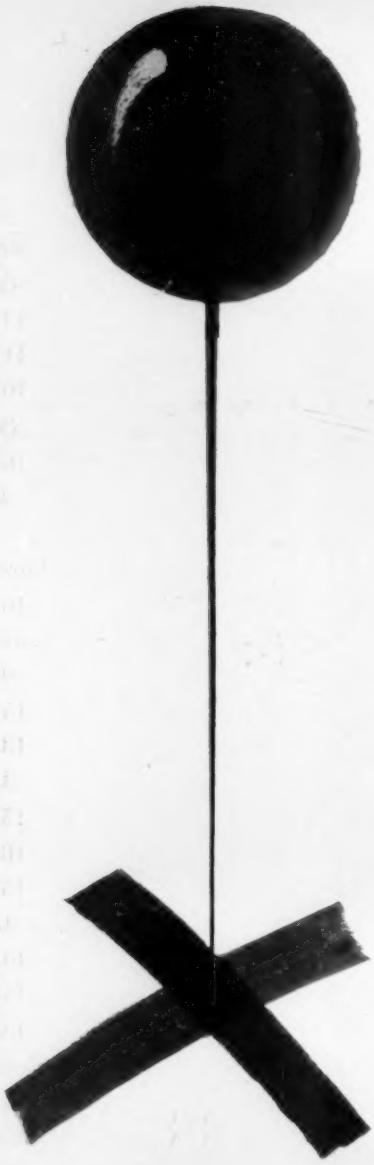

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- *Big, loyal audiences*
- *Top talent*
- *Leading local personalities*
- *Top-rated shows*

IN BOSTON, WBZ-TV, Channel 4, New England's first TV station delivers America's 6th TV market, 1,420,000 TV homes. (NBC)

IN CLEVELAND, KYW-TV, Channel 3, Northern Ohio's new Sight and Sound delivers America's 7th TV market, 1,217,000 TV homes. (NBC)

IN PITTSBURGH, KDKA-TV, Channel 2, Number One TV station in western Pennsylvania delivers America's 8th TV market, 1,200,000 TV homes. (NBC)

IN SAN FRANCISCO, KPIX, Channel 5, Northern California's pioneer TV station delivers America's 9th TV market, 1,100,000 TV homes. (CBS)

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TELEVISION: **BOSTON,** WBZ-TV; **PITTSBURGH,** KDKA-TV; **CLEVELAND,** KYW-TV; **SAN FRANCISCO,** KPIX.

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Channel 8
ABC-TV • CBS-TV
Represented by KATZ

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